

**Town of Boscawen  
Beautification Committee  
116 North Main St  
FINAL MEETING MINUTES  
Tuesday, February 28<sup>th</sup>, 2024, at 5:30 PM**

**Members Present:** John Keegan – Chair, Beverly Drouin – Vice Chair, Nancy Towle, & Bill Bevans – Ex-Officio

**Members Excused:** Leah Milano

Chair Keegan opened the public meeting at 5:30 p.m. and completed roll call.

**Minutes:**

Chair Keegan identified that line 64 needed to be corrected to say, ‘this can be used in a social media campaign’.

**Vice Chair Drouin motioned to approve the draft minutes as amended. Seconded by Ms. Towle. All in favor. None opposed.**

**Financial Report:**

Vice Chair Drouin asked what the process was for approving expenses incurred at the Roundabout and Chair Keegan indicated that he approved all expenses.

**Vice Chair Drouin motioned to approve the Financial Report as presented. Seconded by Ms. Towle. All in favor. None opposed.**

**Old Business:**

*Outreach to EDC*-Chair Keegan spoke with Barbara Randall, Chair of the Economic Development Committee (EDC) about future collaboration between the two committees. Chair Keegan has been invited to attend the March EDC meeting to discuss future collaboration surrounding business growth and development on King Street. A successful collaboration can benefit the Beautification Committee by increasing community involvement and the number of Adopt a Spots that are visible to the community. The EDC has a public event planned for October 5, 2024, that the Beautification Committee may be able to participate/collaborate.

*King Street Redevelopment*-Vice Chair Drouin asked Ex-Officio Bevans, who is most knowledgeable about what NHDOT’s future plans are for King Street. Ex-Officio Bevans explained that the plans for King Street have not been firmed up by NHDOT with the Town.

Ms. Towle discussed successful strategies that the Town of Franklin uses to engage community members and asked if the Boscawen EDC are considering any of these strategies. Committee members discussed the benefits of having a main street that had more of a ‘downtown’ appeal.

*Community Outreach through Social Media*-Committee members followed up on last meeting's discussion of the barriers to public information and discussions without the Boscawen Newsvine. It had been published by Dee Blake to communicate activities within town government and the community to residents of Boscawen. Currently, the only ways to communicate with Boscawen's citizens are the town's website, the bulletin boards, the annual report, and social media. Discussion ensued concerning the Town's Social Media Policy and how to get messaging out to the community through the only appropriate channel, which is the official Town Facebook page. Ex-Officio Bevans will locate the approved Social Media Policy and distribute it to committee members. The Beautification Committee needs to have Ms. Milano's future social media posts distributed through the official Town Facebook page and then shared to the Boscawen Community Facebook page.

*Electronic Donations*-Committee members continued last meeting's discussion of removing barriers for those that want to donate financially to the Beautification Committee. The consensus is many members of our wider community donate electronically vs. writing a paper check. The Beautification Committee needs to reach both those that write paper checks and those that donate electronically to maximize donations. Vice Chair Drouin followed up on her action items by reaching out to Town Administrator Katie Phelps about strategies for receiving electronic donations from community members. She responded that it might be possible through channels like Venmo or PayPal. Vice Chair Drouin did not consider these services as they charge a fee for every donation. She was hoping that donations could take a similar path to how people currently pay their tax bill online. Ex-Officio Bevans mentioned that the Town is proposing a budget item at the upcoming town meeting regarding the Invoice Cloud that would cost the town around \$60/month. This Invoice Cloud could be used for the Town Backpack Program or the Parks and Recreation Programs. Vice Chair Drouin will reach out to Town Clerk Nicole Hoyt to ask if the Beautification Committee can be included for this Invoice Cloud.

*Combining Roundabout and Beautification Funds*-The Committee discussed the email that contained feedback from Town Administrator Phelps on combining the financial account for the Beautification Committee with the account of the Circle Committee, which was dedicated to refurbishing the Exit 17 Roundabout. Discussion of how the Circle Committee financial account was created along with discussion of strategies and barriers to combining accounts. The path forward is still unclear, but proposing this to the Select Board was identified as the first step. Chair Keegan will draft a proposal for committee members to review before submitting it to the Select Board for consideration.

*Boscawen Historical Society Adopt a Spot*-Following up on her action item, Vice Chair Drouin presented drawings of two potential Adopt a Spots for presentation to members of the Boscawen Historical Society for consideration. They consisted of resin planter boxes for each side of the front doorway that would contain annuals as well as hanging planters on either side of the front fence opening also filled with annuals. These are low cost, low maintenance options that would bring color to the front of the Historical Society building and allow this Committee to involve two more Adopt a Spot volunteers. As an alternative, Ms. Towle proposed rejuvenating the area and using the three existing planting beds that frame the walk with lace hydrangea bushes. In addition, her proposal would include planting eight Doctor Ruppel Clematis along the inside of the front fence that would grow winding vines with large colorful pinkish flowers while covering the aging fence. Ms. Towle indicated that the cost for the Clematis plants are estimated to be \$40 each and that Black Forest Nursery Center will assist with these out-of-pocket costs. Ms. Towle's proposal also includes the installation of lighting on either side of the front door, both on light posts. Ex-Officio Bevans added he thought the wiring at the Historical Society was knob and tube. Ms. Towle would like to know if the Historical Society would cover the lighting installation and operating costs. Chair Keegan mentioned that Ms. Elaine Clow, President of the Historical Society, would like the Oak on the left side of

the front lawn removed. Both Ms. Towle and Vice Chair Drouin would like to see the tree remain, but Ms. Towle pointed out two branches on that tree need to be trimmed as they block the view of this beautiful historical brick building. Chair Keegan will discuss Ms. Towle's proposed plans with Ms. Clow. If the reception is positive Ms. Towle will join the conversation. Ms. Milano indicated at past meetings that she is interested in being involved with the Historical Society Adopt a Spot. The Committee also discussed how to involve other community members in this initiative.

*Town of Boscawen Website Beautification Committee Page*-Committee members followed up on last meeting's discussion about the information on the Beautification Committee's landing page on the Town Website and other related items. The content is two years old and difficult to find. Vice Chair Drouin will draft some updated content and photos for Committee Members to review. She would also like to bring the landing page closer to the front as well as other ideas to inform the public about meeting dates, locations, and consistent information across the website, etc. Currently Beautification is under Planning and Community Development.

### **New Business:**

Ms. Towle would like to have committee members reach out to Kyle Poirier Landscaping, Saucier Scapes, and Great Dane Construction to see if they are interested in future opportunities to be involved in Adopt a Spots around town. Vice Chair Drouin will reach out to Kyle Poirier, Ms. Towle will reach out to Great Dane Construction and Chair Keegan will contact Saucier Scapes to determine their interest in being involved in our work.

### **Pending Tasks:**

- Ex-Officio Bevans will locate the Town of Boscawen social media policy and send it to committee members.
- Ex-Officio Bevans will share the list of community Facebook pages that he is aware of.
- Vice Chair Drouin to reach out to Kyle Poirier Landscaping about being involved in the committee's work.
- Ms. Towle to reach out to Great Dane Construction about being involved in the committee's work.
- Chair Keegan to reach out to Saucier Scape about being involved in the committee's work.
- Vice Chair Drouin to reach out to Town Clerk Hoyt to ask her if the Beautification Committee can be considered for this Invoice Cloud.
- Chair Keegan will draft a narrative to be proposed to the Select Board on combining the two financial accounts.
- Chair Keegan will approach the Historical Society about Ms. Towle's proposed plans and if they are interested will bring Ms. Towle into the conversation.
- Vice Chair Drouin will write new content for the website for members to review.
- Ms. Milano will create social media posts for the Town Facebook page and Instagram account.
- Chair Keegan will provide Committee members a detailed sketch of the paths, plantings, trees, shrubs, and electricity status at the Historical Society

**Next Meeting:** Wednesday, April 3, 2024, 5:30pm

**Vice Chair Drouin motioned to adjourn. Seconded by Ms. Towle. All in favor. None opposed.**

*Respectfully submitted by Beverly Drouin.*