



FINANCE, ORGANIZATION AND PERSONNEL COMMITTEE
Council Chambers B, Keene City Hall
November 23, 2021
6:30 PM

A. AGENDA ITEMS

1. Bulletproof Vest Partnership Grant- 2021 - Police Department
2. Branding, Marketing and Communications Vendor Selection - IT Director/ACM
3. Relating to the Office of the City Treasurer
Resolution R-2021-43
4. Relating to the Office of the City Treasurer
Resolution R-2021-44

B. MORE TIME ITEMS

1. Councilor Filiault - Charter Amendment Related to Municipal Primary
2. Councilor Filiault - Rooms and Meals Tax Decrease
3. Councilors Remy, Bosley and Giacomo - Continued Remote Participation
4. Redistricting of Ward Lines - ad hoc Redistricting Committee
Ordinance O-2021-15

NON PUBLIC SESSION

ADJOURNMENT



CITY OF KEENE NEW HAMPSHIRE

ITEM #A.1.

Meeting Date: November 23, 2021

To: Finance, Organization and Personnel Committee

From: Todd Lawrence, Police Captain

Through: Elizabeth Dragon, City Manager

Subject: **Bulletproof Vest Partnership Grant- 2021 - Police Department**

Recommendation:

Move the Finance, Organization, and Personnel Committee recommend that the City Manager be authorized to do all things necessary to accept \$5,588.00 from the Bulletproof Vest Partnership Grant Program funds of the US Department of Justice, Bureau of Justice Programs.

Attachments:

None

Background:

Consistent with the provisions of the collective bargaining agreements and sound safety practices, the Keene Police Department provides all police officers with body armor for on-duty wear. The body armor or "bulletproof vest" has a warranted life of five years and then is replaced.

The Police Department has budgeted \$3,950.00 for the purchase of new vests. It is anticipated that we will expend \$9,838.00 for replacement vests. The program will reimburse the City approximately 57% of the actual cost, or up to a total of \$5,588.00.

These vests will be issued to new officers and will replace vests currently in service that are over five years old.



CITY OF KEENE NEW HAMPSHIRE

ITEM #A.2.

Meeting Date: November 23, 2021

To: Finance, Organization and Personnel Committee

From: Rebecca Landry, ACM/IT Director

Through: Elizabeth Dragon, City Manager

Subject: **Branding, Marketing and Communications Vendor Selection - IT Director/ACM**

Recommendation:

That the City Council authorize the City Manager to negotiate and execute an agreement with Guide Studio for Branding, Marketing and Communications services and that the City Manager be authorized to negotiate and execute an agreement with Selbert Perkins Design if negotiations with Guide Studio are unsuccessful.

Attachments:

None

Background:

The City recently received nine proposals in response to RFP #02-22-01, "City Branding, Marketing and Communications". The goal is to engage a qualified firm to develop the City's first brand as well as a marketing and communication plan. The project will capture Keene's authentic and uniquely special character and amenities in such a manner that both builds community confidence and attracts and retains the individuals, families and businesses that are vital to Keene's long term community development.

The City has never developed a brand or brand strategy and has only recently engaged in general marketing activities. A well-developed brand and marketing plan will build organization-wide collaboration and a comprehensive approach to City marketing, communications and wayfinding. The timing for this opportunity is key as rural America appeals to those seeking a healthy lifestyle, excellent job opportunities and an ideal family environment with opportunities for all.

A team of 5 City staff members representing the Airport, Economic Development, Human Resources, Parks and Recreation, and IT departments reviewed all proposals and interviewed four finalists. Each of the proposals was scored based on vendor qualifications and experience, proposed plans and methodology, quality/applicability and fit of recent projects and total fees and charges. Guide Studio ("Guide") received the top score from each member of the staff team.

	Guide	KathodeRay	North Star	Selbert Perkins
	785	535	785	780
	895	605	800	645
	870	450	775	725
	845	470	585	700
	675	435	465	650
avg	814	499	682	700

Guide has depth of experience particularly with municipal branding, marketing and wayfinding projects, and they received very good reviews from municipal representatives of projects that they have recently completed. Their focus is to “improve image, elevate the experience, and contribute to positive economic growth for communities and public places.” The review team was impressed with Guide’s proposal and their recent work and feels they are the best fit for the City’s branding and marketing project to include:

- Market research and stakeholder interviews
- Creative design elements
- Strategic objectives
- Implementation
- Ongoing promotion
- Marketing and communications plan
- Specific promotion of Keene’s trail system and parks.

It is recommended that the City Manager be authorized to negotiate and execute a contract with Guide for the branding, marketing and communications project.



CITY OF KEENE NEW HAMPSHIRE

ITEM #A.3.

Meeting Date: November 23, 2021
To: Mayor and Keene City Council
From: Merri Howe, Finance Director/Treasurer
Through: Elizabeth Dragon, City Manager
Subject: **Relating to the Office of the City Treasurer
Resolution R-2021-43**

Council Action:

In City Council November 4, 2021.

Referred to the Finance, Organization and Personnel Committee.

Recommendation:

That Resolution R-2021-43 relating to the appointment of City Treasurer have a first reading in front of the City Council and that it be referred to the Finance, Organization and Personnel Committee.

Attachments:

1. Resolution R-2021-43_referral

Background:

After the retirement of the former finance director in August 2018, the City Council adopted R-2018-29 appointing Merri B. Howe as Interim City Treasurer. Ms. Howe is the Finance Director for the City of Keene, and Resolution R-2021-43 is a housekeeping Resolution to appoint her as City Treasurer.



CITY OF KEENE

R-2021-43

Twenty-one

In the Year of Our Lord Two Thousand and
Relating to the Office of the City Treasurer

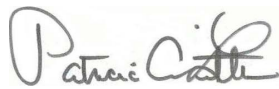
A RESOLUTION

Resolved by the City Council of the City of Keene, as follows:

That Merri E.B. Howe be appointed as the City Treasurer to perform those duties as prescribed by
NH RSA 48:16.

George S. Hansel, Mayor

In City Council November 4, 2021.
Referred to the Finance, Organization
and Personnel Committee.


City Clerk

PASSED



CITY OF KEENE NEW HAMPSHIRE

ITEM #A.4.

Meeting Date: November 23, 2021
To: Mayor and Keene City Council
From: Merri Howe, Finance Director/Treasurer
Through: Elizabeth Dragon, City Manager
Subject: **Relating to the Office of the City Treasurer
Resolution R-2021-44**

Council Action:

In City Council November 4, 2021.

Referred to the Finance, Organization and Personnel Committee.

Recommendation:

That Resolution R-2021-44 relating to the appointment of the Assistant City Treasurer have a first reading in front of the City Council and that it be referred to the Finance, Organization and Personnel Committee.

Attachments:

1. Resolution R-2021-44_referral

Background:

The position of Assistant Finance Director/ Assistant City Treasurer has recently been filled by Robert Constable. In order for Mr. Constable to fulfill his duties as Assistant Treasurer, he must be appointed by the City Council.



CITY OF KEENE

R-2021-44

Twenty-one

In the Year of Our Lord Two Thousand and

Relating to the Office of the City Treasurer

A RESOLUTION

Resolved by the City Council of the City of Keene, as follows:

That, in accordance with the provisions of NH RSA 48:16, whenever the Treasurer shall become unable, by reasons of sickness, or otherwise, to discharge her duties, Robert Constable, be and he hereby is appointed Assistant Treasurer to perform all the duties and have all the powers incumbent upon the Treasurer during such time as any incapacity may continue.

George S. Hansel, Mayor

In City Council November 4, 2021.
Referred to the Finance, Organization
and Personnel Committee.

City Clerk

PASSED