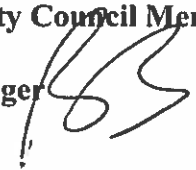




**CITY OF SOMERSWORTH**  
*Office of the City Manager*

**TO:** Mayor Dana S. Hilliard and City Council Members  
**FROM:** Robert M. Belmore, City Manager   
**DATE:** Thursday, August 30, 2018  
**SUBJECT:** City Manager's Report for Tuesday, September 4, 2018  
City Council Agenda

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*Lay on the Table (Under Section 13 of Agenda)*

- A. Resolution No. 4-19: To Authorize Participation and Funding for a Regional Homeless Master Plan with the Cities of Dover and Rochester.**

*Unfinished Business (Under Section 14 of Agenda)*

**Resolutions**

- A. Resolution No 10-19: To Name the Walking Trail at the Mast Point Dam Recreation Area as the Frank Richardson Conservation Trail.** FYI: City Ordinance, Section 6.10 requires this item be referred to an appropriate Council Standing Committee prior to a 2<sup>nd</sup> reading.

*New Business (Under Section 15 of Agenda)*

**Ordinance**

- A. Ordinance No. 3-19: To Amend Chapter 29 Administrative Code, Section 8.4.1, Cost Thresholds.** The Finance Committee voted at their August 28<sup>th</sup> meeting to recommend this change. I did provide the Committee with a small sample of other Manager Communities to include: Dover City Manager's limit is \$25,000; Durham's Town Administrator is \$35,000 and Exeter City Manager's is \$25,000. This section of the Ordinance has not been amended since 1985 when it was first adopted. I recommend a Public Hearing at the next regular City Council meeting on September 17<sup>th</sup>. Attached is a copy of our present purchasing procedure and limits contained in Chapter 29.

## **Resolutions**

- A. Resolutions No. 11-19: To Authorize the City Manager to Execute the 2018 Justice Assistance Grant Program Which Provides Funding for the Purchase of Equipment for the Police Department.** The Public Safety Committee met on August 15 and voted to recommend moving forward with this Grant. The Finance Committee also reviewed this item and voted to support its adoption. The City will receive \$11,553.55 (Eleven Thousand Five Hundred and Fifty-Three dollars and 55 cents). Please note that this Grant requires no local matching funds.
- B. Resolution No. 12-19: To Authorize the City Manager to Contract with Open the Door of Boston, Massachusetts to Develop a City Marketing Plan.** The Economic Development Committee met on August 7<sup>th</sup> and Finance Committee met on August 9<sup>th</sup>, and both Committees voted to endorse hiring *Open the Door* as our Marketing Consultant. The City issued a Request for Proposal for these services. We had an interview team composed of Finance Director Scott Smith, Development Services Director Shanna Saunders, Economic Development Manager Robin Comstock and I. We interviewed representatives from our selection of the top four (4) proposals. The unanimous consensus was to move forward with *Open the Door*. Attached is a copy of their proposal.
- C. Resolution No. 13-19: To Authorize the City Manager to Sign a Second Amendment to the Contract with Wright Pierce Engineers of Portsmouth, NH to Include Additional Engineering Services at the Somersworth Wastewater Treatment Facility.** The Finance Committee voted on August 28<sup>th</sup> to support this Amendment which provides the necessary engineering for the approved additional work for the project. Attached is a copy of the proposed Amendment.
- D. Resolutions No. 14-19: To Authorize the City Manager to Contract with Two-Way Communications of Newington, NH to Install a New Audio and Video Recording System at the Somersworth Police Department.** The City budgeted \$28,540 for this purchase, however the final cost came in a little higher. I also want to remind you that 2-way Communications has been our 'sole source' public safety communications provider for many years now. The Public Safety Committee and the Finance Committee voted to support this purchase. Attached is a copy of the cost proposal.
- E. Resolution No. 15-19: To Approve A Bond to Provide Funding to Renovate Maple Wood Elementary School by Making Security Upgrades and other Building Capital Improvements.** Attached is a copy of Superintendent Bob Gadowski's memorandum outlining the project components. I recommend a Public Hearing at the next regular City Council meeting on September 17<sup>th</sup>, as required by City Charter.
- F. Resolution No. 16-19: To Authorize the City Manager to Sign a Lease/Purchase Agreement with Tax Exempt Leasing Corporation of Libertyville, Il for the Purchase of City Vehicles.** The Finance Committee voted on August 28<sup>th</sup> to support this lease agreement. Attached is a copy of Finance Director Scott Smith's memorandum regarding the three (3) proposals received. This fiscal year's budget contains a \$20,000 down payment. At the end of the lease period the City will own the vehicles.

## **Other**

- A. Vote to reconsider Ordinance No. 2-19 Amending Chapter 13 Police Offenses, regarding Parking Limit on Section of Grove Street (Requested by Councilor David A Witham).**

## ***City Manager's Items (under section 11 of Agenda)***

### **A. Informational Items.**

- 1. State Primary Vote & Special Municipal Election.** The State Primary Election and the Special Municipal Election for Ward 5 City Councilor will take place on Tuesday, September 11<sup>th</sup>.
- 2. Road Safety Audit Program.** On August 28, City Staff met with NH Department of Transportation Staff and their Engineering Consultant VHB to begin the Audit Program process to review and recommend improvements to the Old Rochester Road/Blackwater Road intersection. Representatives from the Strafford Regional Planning Commission, Federal Highway Agency and the City of Rochester were also present. I will provide further information to you as this process unfolds.

### **B. Attachments.**

- 1. City Attorney Certifications Seven (7)**



## City of Somersworth – Resolution

Resolution No: 4-19

### **TO AUTHORIZE PARTICIPATION AND FUNDING FOR A REGIONAL HOMELESS MASTER PLAN WITH THE CITIES OF DOVER AND ROCHESTER**

July 23, 2018

WHEREAS, the City of Somersworth is a member of the Tri-City Mayors' Task Force on Homelessness whose mission is to foster dialog, exploration and implementation of joint policies and programs which would identify regional homeless issues; and

WHEREAS, the Task Force would like to retain a consultant to assist with the preparation of a Master Plan to be reviewed and adopted by each Community, as well as identifying strategies to achieve long term solutions to address these issues; and

WHEREAS, the Task Force received a proposal from the Strafford Regional Planning Commission (SRPC), entity all three communities are members of and work with in the review of regional issues, in the amount of \$14,997 (Fourteen Thousand Nine Hundred Ninety-Seven dollars) to complete said Master Plan; and

WHEREAS, the City of Dover has accepted the role of fiscal agent and will contract directly with the consultant and requests that each community provide one-third of the funding for this Master Plan,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SOMERSWORTH THAT the City Manager is authorized to work with the City of Dover and provide one-third of the cost of the regional homeless master plan and to take any other actions relative to this project determined to be in the best interest of the City.

Authorization	
<i>Sponsored by:</i> Mayor Dana S. Hilliard	<i>Approved:</i> City Attorney

## City of Somersworth – Resolution 4-19

### History

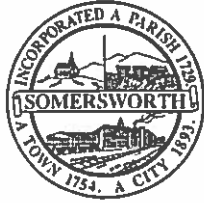
First Read Date:	07/23/2018	Tabled:	07/23/2018
Public Hearing:	N/A	Removed From Table:	
Second Read:			

### Action

Councilor \_\_\_\_\_ moved for adoption, seconded by Councilor \_\_\_\_\_.

### Discussion

Voting Record		YES	NO
Ward 1 Councilor	Pepin *		
Ward 2 Councilor	Vincent		
Ward 3 Councilor	Dumont		
Ward 4 Councilor	McCallion		
Ward 5 Councilor	Michaud		
At Large Councilor	Witham		
At Large Councilor	Sprague		
At Large Councilor	Cameron		
At Large Councilor	Levasseur		
<b>TOTAL VOTES:</b>			
On    /    /    .    Resolution 4-19		PASSED	FAILED



## City of Somersworth – Resolution

Resolution No: 10-19

**TO NAME THE WALKING TRAIL AT THE MAST POINT DAM  
RECREATION AREA AS THE FRANK RICHARDSON  
CONSERVATION TRAIL**

August 13, 2018

WHEREAS, the City Council of the City of Somersworth is authorized to name certain public spaces and properties as outlined in City Ordinance, Chapter 6.10, City Accolades, and

WHEREAS, Frank Richardson having served since April 1, 1985 as a dedicated and professional member of the City's highly regarded Conservation Commission, and

WHEREAS, the Mast Point Dam Recreation area was enhanced in 2017 to include a natural walking trail that takes advantage of a sizeable tract of conservation land that was established in part due to the efforts of Frank Richardson and members of the Conservation Commission, and

WHEREAS, the City Council of the City of Somersworth held a public hearing on the naming request,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SOMERSWORTH THAT the natural walking trail at the Mast Point Dam Recreation Area be named the Frank Richardson Conservation Trail and that passage of this Resolution shall provide cause for a sign be erected denoting such name at the trailhead.

### Authorization

*Sponsored by Councilor:*

David A. Witham

*Approved:*

City Attorney

## City of Somersworth – Resolution 10-19

### History

First Read Date:	08/13/2018	Tabled:	
Public Hearing:		Removed From Table:	
Second Read:			

### Action

Councilor \_\_\_\_\_ moved for adoption, seconded by Councilor \_\_\_\_\_.

### Discussion

Voting Record		YES	NO
Ward 1 Councilor	Pepin		
Ward 2 Councilor	Vincent		
Ward 3 Councilor	Dumont		
Ward 4 Councilor	McCallion		
Ward 5 Councilor	Michaud		
At Large Councilor	Witham *		
At Large Councilor	Sprague		
At Large Councilor	Cameron		
At Large Councilor	Levasseur		
TOTAL VOTES:			
On    /    /    .    Resolution 10-19		PASSED	FAILED



## City of Somersworth – Ordinance

Ordinance No: 3-19

### TO AMEND CHAPTER 29 ADMINISTRATIVE CODE, SECTION 8.4.1, COST THRESHOLDS

September 4, 2018

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SOMERSWORTH THAT the ordinances of the City of Somersworth, as amended, be further amended as follows:

#### 29.8.4.1 Cost Thresholds

By deleting:

<u>Amount Involved</u>	<u>Min. Competition</u>	<u>Approval by</u>
\$2,501 to \$5,000	Formal	City Manager
\$5,001 to \$25,000	Formal	Finance Committee
Over \$25,000	Formal	City Council

And adding:

<u>Amount Involved</u>	<u>Min. Competition</u>	<u>Approval by</u>
\$2,501 to \$25,000	Formal	City Manager
\$25,001 to \$75,000	Formal	Finance Committee
Over \$75,000	Formal	City Council

This Ordinance shall take effect upon its passage.

#### Authorization

*Sponsored by Councilors:*

David A. Witham  
Dale R. Sprague  
Martin Pepin  
Martin P. Dumont, Sr.

*Approved:*

City Attorney



## City of Somersworth – Ordinance 3-19

### History

First Read Date:	09/04/2018	Tabled:	
Public Hearing:		Removed From Table:	
Second Read:			

### Action

Councilor \_\_\_\_\_ moved for adoption, seconded by Councilor \_\_\_\_\_.

### Discussion

*Requires a Public Hearing.*

Voting Record		YES	NO
Ward 1 Councilor	Pepin		
Ward 2 Councilor	Vincent		
Ward 3 Councilor	Dumont		
Ward 4 Councilor	McCallion		
Ward 5 Councilor	Michaud		
At Large Councilor	Witham *		
At Large Councilor	Sprague		
At Large Councilor	Cameron		
At Large Councilor	Levasseur		
<b>TOTAL VOTES:</b>			
On    /    /    Ordinance 3-19                      PASSED			

#### 29.7.7 Physical Examination of Operators

All part-time and full-time employees of the City whose duties involve the operation of City-owned motor vehicles shall receive a physical examination, including an eye examination, by a licensed physician to determine their physical ability to safely operate such vehicles prior to initial employment and every three years thereafter. The results of each such examination (which shall include the physician's opinion as to fitness to operate) shall be reported to the City Manager. Any department head may require such an examination at more frequent intervals if there are grounds for believing that an employee's physical ability to safely operate a City-owned motor vehicle has become impaired.

Further, all employees who have not been so examined or whose condition is reported as unfit to operate shall not be permitted to drive a City-owned motor vehicle.

(Amended 06/06/1988.)

#### 29.7.8 Requirement to Wear Seat Belts

All employees of the City of Somersworth are required to wear seat belts while operating or riding in any City-owned vehicle. This ordinance shall not apply in the case of vehicles for which the manufacturer has not installed seat belts. Any employee found in violation of this ordinance shall be given a written letter of reprimand in the first instance, and shall be subject to the disciplinary provisions of the Personnel Plan.

### 29.8 Purchasing Procedure

#### 29.8.1 Purpose

The purpose of this purchasing procedure is:

- a) To procure materials, supplies, equipment and services best suited to the job which operating units are to perform.
- b) To procure the correct quantities of items required.
- c) To insure goods and services are in the hands of operating units when and where needed.
- d) To obtain goods, services and equipment at the lowest total price.
- e) To obtain critical materials when required to meet emergencies.
- f) To dispose of unneeded inventory.

#### 29.8.2 Definitions

##### 29.8.2.1 Competitive Procurement

Any process for acquiring goods or services in which more than one individual is solicited to propose price and delivery terms in such a manner as to encourage competition between prospective suppliers.

#### 29.8.2.2 Sealed Bid

A form of competitive procurement in which sealed proposals are solicited which are opened and read at a specific time and place and in which the purchaser has no knowledge of the specific price and delivery proposal in the bid until the opening.

#### 29.8.2.3 Negotiated Procurement

A process for acquiring goods and services in which the purchaser and seller negotiate any and all parts of the price and delivery terms. Negotiations may be a part of the procurement process along with bidding.

#### 29.8.2.4 Specification

A description of the goods and services to be procured. For the purposes of this Administrative Code, a specification shall be as general as possible and shall describe the performance of the good or service as much as possible. Where a specification contains a reference to a specific product or firm, it shall be interpreted as being functionally equivalent to that firm or product unless explicitly stated otherwise.

#### 29.8.2.5 Solicitation

Solicitation is the process by which vendors are requested to propose terms and conditions for an item or service which is proposed to be purchased.

#### 29.8.2.6 Informal Procurement

Informal procurement is the process in which verbal quotations, proposals or bids are solicited for relatively small purchases. A written record shall be kept of such procurements consisting as a minimum of the names, dates and prices received as well as any other information required to document the competitive aspects of the purchase.

#### 29.8.2.7 Formal Procurement

Formal procurement is characterized by written requests for prices and terms with written responses. The most formal procurement includes advertisement in appropriate publications, requirements for submission for sealed bids and public bid openings.

#### 29.8.2.8 Best Knowledge Procurement

Purchases of small quantities of inexpensive materials or services may be made based on the department's knowledge of the best sources for such purchases when other forms of competitive procurement are not cost effective.

### 29.8.3 General Procedure

### 29.8.3.1 Specifications Required

Specifications will be prepared for all purchases whenever possible and in all cases where any single item in the purchase is estimated to have a cost in excess of \$10,000 or a total purchase in excess of \$20,000. Specifications shall be in writing for formally advertised bids.

### 29.8.3.2 Advertisement

Solicitations shall be given the widest advertisement appropriate for the proposed purchase. Due consideration shall be given to the nature of the item or service and the media which probable vendors might be expected to read or be exposed to. Advertisement over bidding or buying networks is encouraged. Advertisements shall contain a succinct summary of the item or service, the location of detailed specifications, if any, and the requirements for bid submittal.

### 29.8.3.3 Bid Opening and Tabulation

Bids shall be opened at the time and place designated in the solicitation and the bids shall become public record. Whenever advantageous to the city, summaries of bids shall be prepared and circulated to the bidders. All bids shall be public record unless specified otherwise prior to the bid opening.

### 29.8.3.4 Award

All purchases for which bids have been taken shall be formally awarded by the appropriate individual or governing body. In all cases the City shall reserve the right to award contracts to vendors whose combination of price, product and performance history are determined to be in the best interests of the City. The City may reject all bids at any time for any reason.

### 29.8.3.5 Bid and Performance Bonds

When specified in the solicitation, the successful vendor shall produce an acceptable bid bond at the time of bid opening. If a performance bond or surety is required, it shall be presented prior to execution of any contract.

## 29.8.4 Requirements for Competitive Procurement

### 29.8.4.1 Cost Thresholds

Competitive procurement is required for all purchases whenever practical. The table below contains the minimum requirements for complying with the various complexities of the procurement process:

<u>Amount Involved</u>	<u>Min. Competition</u>	<u>Approval by</u>
To \$250	Best knowledge	Department
\$250 to \$1,000	Informal	Department

\$1,001 to \$2,500	Informal	City Manager/Finance Dir.
\$2,501 to \$5,000	Formal	City Manager
\$5,001 to \$25,000	Formal	Finance Committee
Over \$25,000	Formal	City Council



#### 29.8.4.2 Emergency Buying

An emergency purchase is a purchase which is essential to prevent delays in work which might affect the safety, health or convenience of the community. Permission for emergency purchasing shall be obtained from the City Manager or his/her designee, if possible, and a written report of such action filed with the City Manager within five (5) days of such action.

#### 29.8.4.3 Absence of Second Bid

No purchase will be made where there is no competition unless a determination can be made that the terms of purchase are fair, reasonable and in the best interests of the City. Approval for such purchase must be obtained from the next higher level of approval found in the table in Section 29.8.4.1.

#### 29.8.4.4 Professional Services

Professional services, including engineering, architectural, auditing, and other services commonly considered professional, may be secured through negotiation. Professional service agreements should be on a fixed price basis for a clearly defined scope of work whenever possible.

#### 29.8.4.5 Petty Cash Purchases

Items not carried in stock by a central stock point may be purchased through petty cash to the limit of the petty cash authorization which shall not exceed \$500 without explicit approval of the City Council. The contents of the petty cash drawer shall consist of the total amount of petty cash authorized or receipts. Petty cash shall be replenished by check upon submission of receipts and supporting documentation on form(s) to be prescribed by the Finance Department.

#### 29.8.4.6 Cooperative Purchasing

Where prices on goods or services have been determined by competitive procurement by an agency of the State of New Hampshire or any other entity through which the City purchases cooperatively, that price shall be considered sufficiently competitive for the purchase of authorized items is obtained as outlined above. This specifically includes equipment and supplies available through bidding of the New Hampshire Department of Transportation and similar agencies for trucks, cars and related equipment.

#### 29.8.5 Disposal of City Property

Where an item is surplus to the needs of a department, it shall be made available to other departments in the City for their use. Transfer of equipment between departments shall be recorded in the general Fixed Assets Group of Accounts (if applicable).

##### Property Valued at Less than \$1,000 other than Real Estate

Upon request of the proper department head, the City Manager may authorize the sale of any surplus municipal supplies, materials and equipment valued at less than \$1,000 and no longer required by any City Department. The method of disposal may include sealed bid, auction, trade-in, or any other method deemed appropriate to include worldwide auction sites such as EBay and/or other available mediums.

##### Property Valued at \$1,000 or More and Real Estate

No municipal supplies, materials and equipment valued at \$1,000 or more and no real estate whatsoever shall be offered for sale unless and until the City Council so orders. Any such sale authorized by the City Council may be conducted by competitive bidding, public auction, or any other means authorized by the City Council. The City may reject any and all bids or auction offers.

(Amended 05/03/2010.)

##### 29.8.5.1 Disposal of City's Natural Resources

No transferral of the City's natural resources whether through barter, trade, or through sale, shall take place without authorization of the City Council.

(Passed 03/29/1988.)



## City of Somersworth – Resolution

Resolution No: 11-19

**TO AUTHORIZE THE CITY MANAGER TO EXECUTE THE 2018 JUSTICE ASSISTANCE GRANT PROGRAM WHICH PROVIDES FUNDING FOR THE PURCHASE OF EQUIPMENT FOR THE POLICE DEPARTMENT**

September 4, 2018

WHEREAS, the City of Somersworth has been notified of the availability of the 2018 Justice Assistance Grant (JAG) program; and

WHEREAS, the City of Somersworth is eligible to receive \$11,553.55 (Eleven Thousand Five Hundred and Fifty-Three dollars and 55 cents) requiring no local matching funds; and

WHEREAS, the Grant will allow the City of Somersworth to purchase a Watch Guard Vehicle Recording system and a mobile radio for a 2018 Ford Explorer K-9 vehicle.

### EXPLANATION OF TOTAL PROJECT GRANT BREAKDOWN

Justice Assistance Grant	=	\$11,553.55
City Match	=	\$ 00.00
Total Project Award	=	\$11,553.55

NOW, THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SOMERSWORTH THAT the City Manager is authorized to execute any documents and agreements necessary for the grant's execution, and take any and all other such actions relative to this grant determined to be in the best interest of the City.

Authorization	
<i>Sponsored by Councilors:</i> Martin Pepin David A. Witham Edward Levasseur Nancie Cameron Martin P. Dumont	<i>Approved:</i> City Attorney

## City of Somersworth – Resolution 11-19

### History

First Read Date:	09/04/2018	Tabled:	
Public Hearing:		Removed From Table:	
Second Read:			

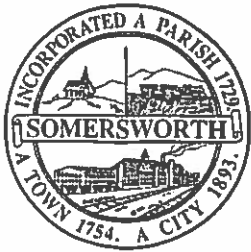
### Action

Councilor \_\_\_\_\_ moved for adoption, seconded by Councilor \_\_\_\_\_.

### Discussion

Voting Record		YES	NO
Ward 1 Councilor	Pepin *		
Ward 2 Councilor	Vincent		
Ward 3 Councilor	Dumont		
Ward 4 Councilor	McCallion		
Ward 5 Councilor	Michaud		
At Large Councilor	Witham		
At Large Councilor	Sprague		
At Large Councilor	Cameron		
At Large Councilor	Levasseur		
TOTAL VOTES:			
On    /    /    .    Resolution 11-19		PASSED	FAILED





## *Somersworth Police Department*

*12 Lilac Lane*

*Somersworth, NH 03878*

*Business: (603) 692-3131 Fax: (603) 692-2111*

David B. Kretschmar  
Chief of Police

### MEMORANDUM

Memo To: Bob Belmore, City Manager  
From: David Kretschmar, Police Chief  
Date: August 8, 2018  
Subject: 2018 Edward Byrne Memorial Justice Assistance Grant

As you know we were recently notified that we have been awarded a grant through the Edward Byrne Memorial Justice Assistance Grant (JAG) Program. The Somersworth Police Department will once again act as the fiscal agent for the Rochester Police Department, the Strafford County Sheriff's Department and the Somersworth Police Department. No matching funds are needed to qualify for this grant. The financial breakdown is as follows:

Rochester Police Department	\$25,508.45
Somersworth Police Department	\$11,553.55
Strafford County Sheriff's Department	\$ 0.00
Total JAG Grant	\$37,062.00

Our proposed use of these funds is:

1 Mobile Patrol Radio	\$3,098.95
1 Watch Guard In-Cruiser Video	\$5,370.00
100 Taser Cartridges	\$3,200.00

The mobile patrol radio and the Watch Guard In-Cruiser video system would both be installed in the 2018 Ford Explorer that will be dedicated to our K-9 Unit. Typically we would switch equipment over from a vehicle coming off line, but as noted in a separate memo it is our intent to keep that unit on line as a detail car. In addition, we have seven mobile radios that are outdated and unable to be upgraded, purchasing this radio through the JAG Grant will reduce our out of pocket expenditures in upgrading those items. The Taser cartridges are an item that is needed as the yearly certification requires that each officer fires two caps in his/her recertification training. Additionally, we keep cartridges in reserve to replace those used in the field.

As you can see, the total expenditures are \$11,668.95, exceeding our grant award by \$115.40. I would make up this difference through our training supply line item.



## City of Somersworth – Resolution

Resolution No: 12-19

### **TO AUTHORIZE THE CITY MANAGER TO CONTRACT WITH OPEN THE DOOR OF BOSTON, MASSACHUSETTS TO DEVELOP A CITY MARKETING PLAN**

September 4, 2018

WHEREAS, City staff solicited proposals from qualified consultants to prepare a City marketing plan that will consist of services such as assistance in defining the community identity, designing brochures, preparing content for an economic development page on the City's website, and an annual communications plan, and

WHEREAS, City staff reviewed the proposals submitted and interviewed the prospective consultants and recommends contracting with Open the Door of Boston, MA at a cost of \$19,500 (Nineteen Thousand Five Hundred dollars), and

WHEREAS, the Economic Development Committee reviewed this project with City staff and supports the recommendation, and

WHEREAS, The Finance Committee reviewed this project with City staff and supports the recommendation and further supports the project being funded out of the Cable Fund,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SOMERSWORTH THAT the City Manager is authorized to contract with Open the Door of Boston, MA to prepare a City marketing plan at a cost not to exceed \$19,500 (Nineteen Thousand Five Hundred dollars) funded out of the Cable Fund, and to take any other actions relative to this project determined to be in the best interest of the City.

Authorization	
<i>Sponsored by Councilors:</i> Martin P. Dumont, Sr. David A. Witham Jonathan McCallion Dale R. Sprague Martin Pepin Richard R. Michaud	<i>Approved:</i> City Attorney

## City of Somersworth – Resolution 12-19

### History

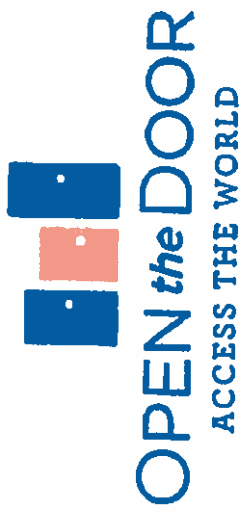
First Read Date:	09/04/2018	Tabled:	
Public Hearing:		Removed From Table:	
Second Read:			

### Action

Councilor \_\_\_\_\_ moved for adoption, seconded by Councilor \_\_\_\_\_.

### Discussion

Voting Record		YES	NO
Ward 1 Councilor	Pepin *		
Ward 2 Councilor	Vincent		
Ward 3 Councilor	Dumont		
Ward 4 Councilor	McCallion		
Ward 5 Councilor	Michaud		
At Large Councilor	Witham		
At Large Councilor	Sprague		
At Large Councilor	Cameron		
At Large Councilor	Levasseur		
<b>TOTAL VOTES:</b>			
On    /    /    .    Resolution 12-19		PASSED	FAILED



**PROPOSAL TO THE CITY OF SOMERSWORTH  
FOR CITY MARKETING PLAN**

**JUNE 19, 2018**



June 18, 2018

Mr. Scott A. Smith  
Director of Finance  
Somersworth City Hall  
One Government Way  
Somersworth, NH 03878

Dear Mr. Smith,

Thank you for the opportunity to submit a proposal for the development of a marketing plan for the City of Somersworth.

Specializing in business development, marketing and public relations, Open the Door works with businesses and communities to develop and implement strategic communications programs. It is our understanding that you are seeking a firm to design and develop a marketing plan which includes the development of a brand identity for Economic Development, a brochure, website content and a communications plan. Open the Door has extensive experience working with municipal clients, and we are ready to create an integrated marketing strategy that will be designed to increase visibility, and ultimately attract businesses that will invest and bring value to the community.

Although I live in Boston, I'm from Somersworth (SHS Class of '83) and consider it my home as I continue to spend a significant amount of time there, since my family is still in Somersworth. Having worked on similar projects for cities in Massachusetts such as Salem, Provincetown, Gloucester, Roxbury and many others, it would be an honor and privilege to leverage my experience for my home town. My family settled in Somersworth in 1910 and not only have I heard the stories about Somersworth's evolution, I have experienced it first hand, as well. I know the community, have watched it evolve through the years, and most importantly, I want Somersworth to be successful so that when I go home, it's a thriving community.

I am fully confident that our expertise will have a significant impact on the efforts of the City of Somersworth, and we would welcome the opportunity to put all of our knowledge to work for you. Please don't hesitate to let me know if you have any questions on the following proposal. I look forward to having the opportunity to speak with you soon.

Sincerely,

Christina Pappas  
President



### **Firm & Qualifications**

Founded in November, 2001, Open the Door provides innovative solutions and a fresh approach to marketing and communications, specializing in economic development and tourism.

We are professional, detail oriented, diplomatic and very resourceful! We provide all of the services needed to get the job done quickly, efficiently and effectively, and we are known for completing projects on time and within budget. Our strategic planning, marketing and communications programs are highly proactive and work towards meeting specific objectives and measurable results. Understanding how the consumer thinks, how to build a brand, how to leverage partnerships and how to create new and innovative programs to increase business are some of the key qualities we possess.

Open the Door is skilled in a variety of services offered to our clients. As a results-oriented organization, we have an entrepreneurial spirit and the courage to do things differently. Our capabilities include among others:

- Development and/or implementation of strategic plans;
- Competitive analysis;
- Branding & messaging;
- Sales, marketing and/or public relations representation;
- Program management;
- Strategic alliances & co-branding;
- Communications services;
- Website content development & management;
- Social Media content management;
- Database development and maintenance;
- Leads generation;
- Sales promotion activities, including sales calls, product launches and trade shows;
- Creative marketing and e-marketing campaigns;
- Graphic design, copywriting and print production management for newsletters, brochures, sales kits, ads, invitations, & other collateral;
- Promotional events.



#### Firm & Qualifications

At Open the Door, we are not your traditional marketing agency. Our background, network and commitment to excellence make us unique. We are structured to operate as more of an extension of staff and a marketing partner. One of the strengths of Open the Door is our ability to work with diverse audiences, identify common denominators and get them to work together to leverage marketing dollars and promotional power.

Having worked for both the Commonwealth of Massachusetts, as well as for a number of cities and towns, Open the Door has extensive experience working with the public sector. We understand what your needs, and limitations, are.

#### Staff

Our staff is comprised of professionals with comprehensive marketing, communications and design expertise, with a proven track record of success. Open the Door is owned and operated by Christina Pappas, who serves as President of the company. She is supported by Debbie McCready, Director of Sales & Marketing, Teresa Peters, Sales Manager, Katie Auer, Marketing & Communications Manager, and Brian Bergeron, Creative Director.

Should Open the Door be awarded the contract to develop a Marketing Plan for the City of Somersworth, the Principal in charge, as well as the Project Manager, will be Christina Pappas. Support will be offered by Katie Auer and Brian Bergeron.



*Christina Pappas, President*

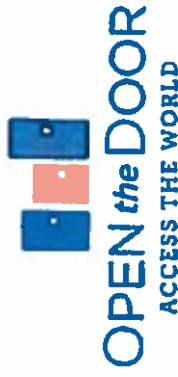
Christina Pappas founded Open the Door to provide clients with a unique network of marketing and communications options. With over 30 years' experience, Pappas' background covers a solid career in the hospitality industry holding the position of Director of Marketing for both the Massachusetts Convention Center Authority and the Massachusetts Port Authority before founding Open the Door in November, 2001.

- A solid leader with a number of key relationships on local, regional and international levels, Pappas has been responsible for:
- Creating a global destination marketing program that positioned Boston & New England as a world class destination in over 20 countries resulting in a 15% increase in international visitors to the region, 12% above the national average;
  - Increasing awareness of Hyatt Regency Boston among consumers and travel trade over a 12-month period, resulting in: 25% increase in hotel revenues; 127% increase in packages sold over the previous year; and \$774,000 worth of free publicity in radio and print media;
  - Increasing visitor numbers 10% to the City of Salem, during the 2008/2009 time recession, resulting in a significant increase in budget from the City of Salem to the destination marketing effort;
  - Generating over \$750,000 worth of media coverage for The Palm, Boston over a 12-month period;
  - Developing marketing partnerships with corporate partners which resulted in leveraging marketing budget dollars a spectacular 600% for the Massachusetts Port Authority;
  - Planning and implementing all domestic and international advertising, sales promotions and public relations for the Massachusetts Convention Center Authority, generating a 500% growth in awareness over an 18-month period in the United Kingdom alone.

With extensive experience in all aspects of marketing, including branding, advertising, sales, promotions and public relations, Pappas has been recognized for her marketing expertise by the Travel Industry Association of America and the Hospitality Sales & Marketing Association International, with over 30 awards for advertising, public relations and community programs.

She has served on the board of the Travel Industry Association of America, MAASH (Massachusetts Advocacy for Arts, Sciences, and Humanities), and Skai International Boston where she was also President from 2011 – 2012. She is a member of Professional Convention Management Association, Meeting Professionals International, the Greater Boston Convention & Visitors Bureau, Massachusetts Lodging Association, North America Travel Journalists and the Greater Boston Chamber of Commerce. Pappas also served as an adjunct professor at the Boston University School of Hospitality.





*Brian Bergeron, Creative Director*

Brian seeks beauty and utility in the everyday. His mission focuses on visual communication and spatial design to connect brands and consumers. Bergeron has worked with Open the Door on a number of projects since 2003. His design agency, b-havior, specializes in creative direction, graphic design and photo art direction for established and emerging brands. b-havior develops visual brand voice for clients in retail, tourism, non-profit, and technology industries. b-havior is located in Los Angeles. Previously in NYC, Bergeron served as the Creative Director for The Museum of Modern Art (MoMA) Retail Division. He directed the MoMA Visual Brand for its retail channel at every creative touchpoint: from the store's window presentations, to its online presence on MoMAstore.org and social media channels, as well as the advertising, signage and packaging for the NYC and Asian locations. Bergeron worked as a team member focused on bringing innovative design product to the NYC marketplace through the MoMA Stores. Prior to NYC, Bergeron was the Art Director for Boston Children's Museum, where he re-branded the City's fourth largest cultural institution with a new logo and visual language. Positioning the Museum as the anchor of the up-and-coming Seaport District, this re-branding served to revitalize the look of the brand's building, marketing program and environments on the historic Fort Point Channel.

*Katie Auer, Marketing & Communications Manager*

Katie Auer joined Open the Door three years ago and is responsible for assisting with the development of Open the Door's communication services, including newsletters, advertisements, press releases and website copy, among other activities. She is also responsible for the creation and implementation of social media content and campaigns for a number of clients. Her social media work for the Harraseeket Inn's Facebook page has resulted in the engagement rate doubling, an increase of average monthly post reach by 110%, and a follower increase of 20%. In addition, she has played an instrumental role in the development of marketing plans that Open the Door has written for other municipalities where her responsibilities included identifying and analyzing research, building data charts, and creating content calendars.





### Experience with similar projects

With over thirty years of experience in economic development for destinations, Open the Door has been responsible for the creation and/or implementation of marketing plans & branding for a variety of destinations, hospitality and cultural organizations, including, but not limited to, the following:

- City of Salem, MA/Destination Salem
- Town of Provincetown, MA
- Town of Dedham, MA
- City of Gloucester, MA/Discover Gloucester
- Greater Boston Convention & Visitors Bureau
- Cambridge Office for Tourism
- Providence/Warwick Convention & Visitors Bureau
- Fostering the Arts & Culture in Franklin County
- New Bedford Chamber of Commerce
- Southeastern Massachusetts Convention & Visitors Bureau
- Beat of Boston
- About France French Tourism
- Central Massachusetts Convention & Visitors Bureau
- Greater Merrimack Valley Convention & Visitors Bureau
- Hamabeekel Inn
- Publick House Historic Inn
- Clearwater Beach Hotel
- Boston Children's Museum
- French Library & Cultural Center
- Massachusetts Cultural Council/New England Foundation for the Arts
- Boston University – Conferences & Events
- MoMA Design Store
- Martha Sturdy Artist and Designer ([www.MarthaSturdy.com](http://www.MarthaSturdy.com))

The plans have focused on analysis of organization, operational management, branding, advertising, marketing, economic development and partnership programs. The final products have included written plans, as well as action plans and budgets. Our branding work includes everything from designing new logos, website build-outs and email graphics to social media campaigns, remarketing and banner ad campaigns. We also have experience in 3D visual presentations for retail sales, trade show graphics & set-ups, banners, print advertising, printed brochures and postcards, as well as mass transit wraps, billboards and subway posters. Additionally, we have created and implemented internal corporate identities, graphic guidelines and policies, and recommended new technologies to streamline efforts for our clients.



### Project Approach & Scope of Work

The City of Somersworth has a long and storied history. From the height of the Great Falls Company, the Bleachery and General Electric until now, the city has seen a number of changes, but has always been known for its hard working people and community pride. Celebrating its 125<sup>th</sup> Anniversary in 2018, Somersworth is poised to enter a new phase of growth and prosperity. Our approach will incorporate the City's rich history while focusing on vital steps that will propel Somersworth forward. More than ever before, the City's inclusive community and affordability are attracting both young and mature individuals, and as a result, it provides the opportunity for both current and new businesses to flourish.

Open the Door will undertake a multi-pronged approach that incorporates primary and secondary research, key stakeholder interviews, and analysis of competitive research & economic development trends in order to develop a marketing plan to promote Somersworth to target audiences. This plan will be used to help revitalize the community through economic development efforts to attract new business and industry to Somersworth, while supporting the existing businesses.

As part of this plan, Open the Door will define the Economic Development brand identity for Somersworth. The brand will position the city as a vibrant community suitable to diverse audiences, and will complement the City's current brand of "The Hilltop City" and "Proud Past - Bright Future". The brand will be integrated throughout all marketing and communications channels, and be consistent within all marketing materials developed for this plan, including brochure, website template/content and communications plan.

Our approach to campaign development is holistic and consistent. We develop brand identity by looking at the impact that graphics and imagery have on all aspects of the brand from the website, email and social media, to internal and external communications, as well as print and physical spaces. We believe in direct and concise copy that is easy to comprehend. We believe that marketing and communications should be integrated across all platforms to ensure consistent messaging across all mediums, and that partnerships play an important role in leveraging resources and extending brand awareness. Our integrated campaigns help to extend reach and build greater awareness for our clients.



### Strategies & Tactics

- *Conduct primary research through key stakeholder interviews and surveys*  
Open the Door will undertake individual and group interviews of stakeholders identified by the City of Somersworth. This information will assist in better understanding the current positioning and brand awareness of the City, and identify existing challenges and opportunities for both marketing and branding.
- *Obtain and analyze additional primary and secondary research*  
We will obtain information via the Internet and through other traditional research sources. We will analyze existing graphic touchpoints, research and trends in order to better understand how best to position Somersworth and encourage the expansion of existing businesses, and the investment of new businesses, to the City.
- *Conduct analysis of comparable communities*  
Open the Door will conduct a comparative analysis of similar communities and evaluate economic development efforts and competitive brand positioning of destinations that have been identified as potential competition to the City of Somersworth.
- *Utilize website analytics to inform our choices in content development and decisions*  
We will review website analytics for [www.somersworth.com](http://www.somersworth.com) such as, website referrals, page views, time on page, and engagement to determine how best to implement content development and decisions for the Economic Development page.
- *Develop marketing plan with strategies and tactics*  
Based upon the activities outlined above, Open the Door will develop a marketing plan and recommend specific strategies to reach target audiences. The plan will provide the opportunity to explore the depth and breadth of the offerings available in the Somersworth. It will also allow us to recommend partnerships and leverage available resources to ensure that the area is promoted to its maximum potential.
- *Utilize research and data to develop brand identity*  
Open the Door will develop the brand identity based upon the information gathered from the items above. This new brand identity will present Somersworth to all visitors, residents and potential partners as a community that embraces all. Branding materials will include tagline, color palette, branding messages, font library, style definition for photography, proposed imagery and a style guide for consistent use.
- *Use brand identity to develop consistent key message points for all print, online and verbal communications*  
Open the Door will create a brand launch strategy that will include updated marketing materials, including brochure and website, utilizing consistent messaging points. The communications strategy will include recommendations for an effective marketing mix to reach target audiences and the development of an integrated media relations plan.



### **Project Timeline & Deliverables**

If awarded this contract, Open the Door is ready to start immediately.

All data and information gathered and created throughout this process will be made available to the City of Somersworth for use on their website and in other storage areas.

### **Marketing Plan**

It is estimated that the development of this plan will take approximately 12 weeks to complete. A detailed timeline has been included in this proposal.

Throughout this time period, we will be in regular communication with the appropriate point-people on this project, as well as identified key stakeholders in order to keep the process fluid. We will also modify direction and process as necessary in order to develop the marketing plan and supporting documents. A final written report will be given at the end of the project with all supporting materials provided in both print and electronic formats.

The Marketing Plan will include:

- Analysis & recommendations of how the City should position itself to existing and potential businesses, as well as residents
- Recommend specific marketing elements to deliver the message to target audiences, including brand identity, brochure and website template and content
- Recommended communications elements to deliver the message to target audiences
- Plan of action and timeline for encouraging new businesses to invest and expand in Somersworth





### *Identity Development*

An economic development identity will be created that will resonate with the business community, as well compliment the City's current brand of "The Hilltop City" and "Proud Past – Bright Future". The goal will be to stay true to the social and economic history of Somersworth, respecting the past, while evolving in ways that provide new opportunities for the future. The brand will be designed to create a unique and positive impression and experience of Somersworth, and the elements of the brand will be incorporated throughout the brochure, website and communications plan.

The Brand Identity Development will include:

- Stakeholder interviews & meetings
- Market research: brand perceptions and competitive brand positioning
- Evaluation of all current graphic touch points
- Recommendations for a new brand integrated in all channels
- Logo identity design
- Tagline development
- Branding messaging
- Color palette
- Font library
- Style definition for photography
- Proposed photography
- Style guide for consistent use

Open the Door will work with the City of Somersworth to evaluate available photography resources, determine photography needs and assist in obtaining appropriate images that fit the photography style guide.



### Brochure

Once the brand identity has been established, a brochure for Economic Development will be created, consistent with all other marketing materials. Copy will be consistent as well, and the design of the piece will be created in a way that it is easy to update as necessary. The brochure will be designed to provide information about Somersworth that will resonate with the current and future business community. It will include information on the Somersworth Competitive Advantage and existing incentive programs.

The Brochure Development will include:

- Design and copywriting that will resonate with business community
- Design template that can be easily updated with copy by staff
- Both electronic and hard copy materials provided

### Website Content

Once the brand identity has been created, a template for the Economic Development page will be created, consistent with all other marketing materials. The template will be created in both vertical and horizontal formats. Engaging content will be created for the Economic Development page of the website that will portray Somersworth as a city with a vibrant community that is on the move.

The Website Content will include:

- Content copywriting consistent with brochure copy and other communications materials
- Photography and layout consistent with overall branding
- The design of both horizontal and vertical layouts consistent throughout all materials
- Site sources of all cross referenced materials

### Communications Plan

The communications plan will be targeted towards current businesses based in Somersworth who may consider expanding, as well as potential businesses that might locate to Somersworth. The plan will provide information on the economic development accomplishments of Somersworth and encourage businesses to learn more about opportunities in Somersworth for their businesses.

Elements of the Communications Plan will include:

- Launch of new branding materials to existing local businesses
- Recommendations of effective communications mix targeting both existing and potential businesses
- Development of Integrated Media Relations plan
- All campaign materials will be provided both electronically and by hard copy

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## OPEN the DOOR

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### Detailed Cost Proposal

As with all marketing plans written by Open the Door, Christina Pappas will be responsible for all interviews, analysis and writing. Katie Auer, Marketing & Communications Manager, will assist with research and analysis as she has for the Salem, Gloucester and Boston plans. Brian Bergeron will be responsible for all design work.

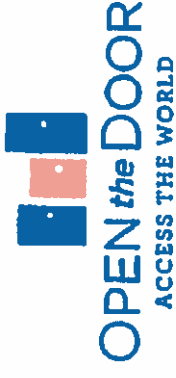
Following is a breakdown of estimated hours, cost per hours and estimated costs for each individual item:

• 20 Individual/2 Group Key Stakeholder Interviews:	16 hours	\$90/hr	\$ 1,440
• Obtaining & analyzing additional primary research:	15 hours	\$40/hr	\$ 600
• Obtaining & analyzing secondary research:	10 hours	\$40/hr	\$ 400
• Research & evaluation of competitive cities:	15 hours	\$40/hr	\$ 600
• Development of Brand Identity:	48 hours	\$120/hr	\$ 5,760
• Brochure - Layout:	20 hours	\$120/hr	\$ 2,400
• Brochure - Copywriting:	15 hours	\$100/hr	\$ 1,500
• Website Content - Layout	15 hours	\$120/hr	\$ 1,800
• Website Content - Copywriting	10 hours	\$100/hr	\$ 1,000
• Development of Communications Plan	24 hours	\$100/hr	\$ 2,400
• Write & finalize Marketing Plan:	16 hours	\$100/hr	\$ 1,600
• Attending meetings as necessary:	Included		
• Regular reports on progress:	Included		
Total Estimated Cost:			\$19,500

\$40  
90  
100  
120

At the end of this process, the City of Somersworth will be in possession of a marketing and communications plan, brand, and brochure, as well as all supporting documents and materials created throughout the process.

The above cost proposal is just an estimate based upon items outlined in the RFP. Should Open the Door be awarded the contract, we will work with the City of Somersworth to finalize the scope and budget, however, we will not go above the estimated hours outlined in this proposal unless agreed upon.



#### Terms & Conditions:

Open the Door works on an hourly or project basis. We understand that each client has different needs and we work with them to create the most effective compensation structure to meet those needs.

Payment for this project would be billed at 25% at the start of the contract, 35% upon delivery of the brand identity and 40% at the completion of this project.

If you like what you have read in this proposal, but want to discuss the compensation model in more detail, please don't hesitate to let us know. We'd be happy to work with you to create a desirable payment structure.

If awarded the contract to produce the City Marketing Plan, Open the Door will provide the City of Somersworth with a certificate of insurance, with coverage and limits acceptable to the City and naming the City as an additional insured.



#### References

##### *City of Salem, MA*

Mayor Kim Driscoll, City of Salem  
E-Mail: [Kdriscoll@salem.com](mailto:Kdriscoll@salem.com)

Ms. Kate Fox, Executive Director, Destination Salem  
Email: [kfox@salem.org](mailto:kfox@salem.org)  
Phone: 1-878-741-3252

*Services Provided:* Researched, developed, wrote & presented Strategy for Tourism Management for City of Salem. Assisted in the development of grant application for additional program funds. Retired to write 5-year marketing plan in 2008, a marketing plan update in 2011 and a 5-year marketing plan in 2017. Advise on advertising, branding and communications as needed.

##### *City of Gloucester, MA*

Ms. Elizabeth Carey  
E-Mail: [ecarey@discovergloucester.org](mailto:ecarey@discovergloucester.org)

*Services Provided:* Researched, developed, wrote and presented two part marketing plan for the City of Gloucester. Part I included strategy for developing tourism marketing entity. Part II included strategies and tactics for five year marketing plan. Advise on advertising, branding and communications as needed.

##### *Greater Boston Convention & Visitors Bureau*

Mr. Patrick Moscaritolo, President  
E-Mail: [patm@bostonusa.com](mailto:patm@bostonusa.com)  
Phone: 1-617-867-8235

*Services Provided:* Local, national and international communications and marketing for both domestic meetings market and international leisure market, including, but not limited to: Strategic planning, grant writing, partnership development, creation and implementation of cooperative advertising programs, tradeshow representation, press release writing & distribution, etc.



## References

### *Boston Children's Museum*

Ms. Charlayne Murrell-Smith, VP External Relations & Corporate Development  
E-Mail: [smith@BostonChildrensMuseum.org](mailto:smith@BostonChildrensMuseum.org)  
Phone: 1-617-986-3701

*Services Provided:* Marketing & public relations for the Museum, as well as for the Development Campaign. Responsible for the Museum's visual; brand for program, exhibition, marketing and retail demands. Rebranded the institution with new graphic identity and color palette which were leveraged with the renovation and expansion of the museum facility. Designed print and advertising materials, annual reports, wayfinding and exterior signage. Led a Museum team in website re-design and maintenance. Art directed photography for promotional images.

### *MoMA Design Store*

Ms. Bonnie Mackay, Former Director of Marketing, Creative and Merchandising  
E-mail: [bonnie@bmackayconsulting.com](mailto:bonnie@bmackayconsulting.com)  
Phone: 1-917-903-9129

*Services Provided:* Led the creative brand efforts for MoMA's retail division at all of its touch points. Branding & logo design, graphic design. Drove the creative of all visual displays for the MoMA Design Stores, with four locations in NYC and Tokyo. Provided direction for MoMA Store's websites, communications and social media in English, Japanese & Korean. Directed and designed the award winning product and store packaging for MoMA Stores. Oversaw the creative process for product photography, video-styling and retouching. Directed the design of three seasonal retail catalogs (per year), marketing collateral and advertising for MoMA Store. Website development (design, photography, content), design for retail products and design direction for retail locations and shop windows.



**CERTIFICATE**

The undersigned represents that they are authorized to bind the bidder to the bid amount specified and hereby offers to provide to the City of Somersworth the commodities and services as contained in the attached competitive sealed bid specifications at the price stated in complete accordance with all conditions of the bid specifications. Furthermore,

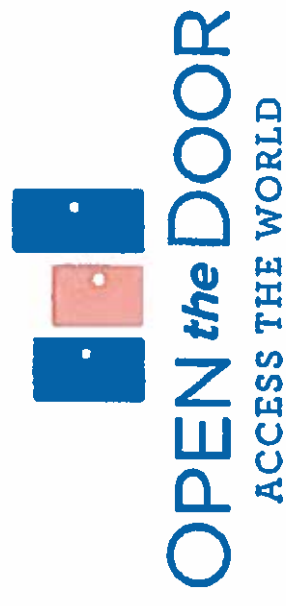
*The undersigned certifies that this bid is in all respects bona fide, fair, and made without collusion or fraud with any other person. As used in this section the word "person" means any natural person, joint venture, partnership, corporation or other business or legal entity*

  
Christina Pappas, President

Company: Open the Door  
Business Address: 374 Marlborough Street  
City: Boston  
State: MA  
Zip: 02115  
Phone: 617-416-0744  
Date: June 19, 2018

Check here if appropriate : \_\_\_\_\_ (X) NO BID

Any deviations from the above stated specifications must be so noted and any bid prices must be reflective of these deviations



## CASE STUDIES



#### **CASE STUDY: Destination Salem**

##### **Objective:**

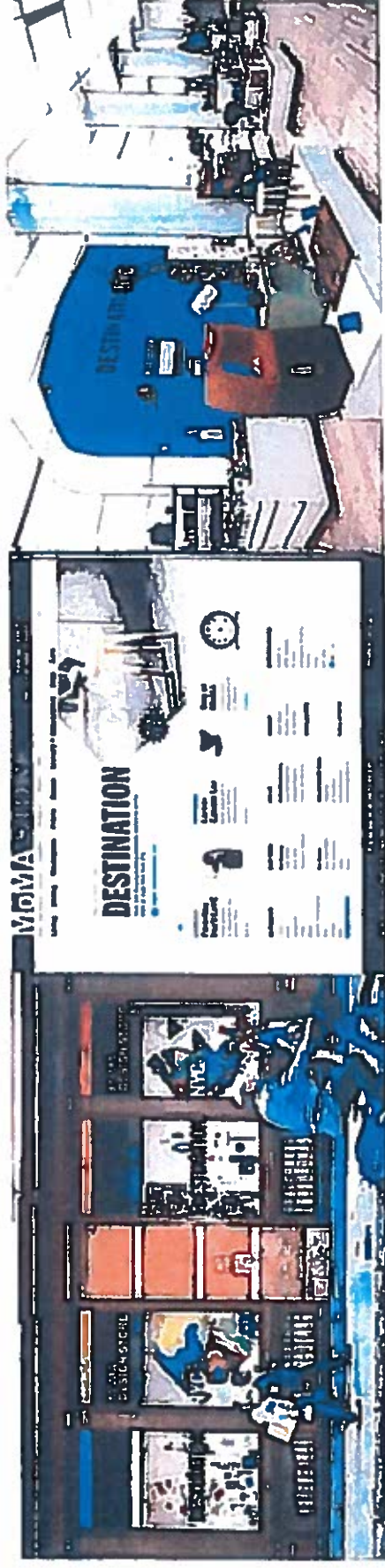
- Develop a tourism marketing strategy to increase visitation to Salem, Massachusetts throughout the year

##### **Program:**

- Reconfigure organizational structure and develop ways for community to work more closely together
- Include recommendations for new structures, by-laws, budget and coordination of efforts within the city
- Creation of new organization housed within City Hall, funded by both public and private sector
- Conduct research to determine brand
- Develop marketing and advertising strategy to support the new brand

##### **Results:**

- Creation of new organization housed within City Hall
- Organization funded by both public and private sector
- First year of operation reported 15% increase in visitation to City
- By year three, averaging 10% increases in visitation at a time when tourism numbers had been down
- Increased room tax from \$324,622 in 2009 to \$560,960 in 2016
- Increased overall Destination Salem budget from \$318,641 in 2008 to \$585,404 in 2016
- Increased Visitor Guide production & distribution from 225,00 in 2008 to 325,000 in 2016
- Enhanced Salem.org to engage customers, increasing sessions from 285,646 in 2010 to 767,857 in 2016



## CASE STUDY: MoMA Design Store

### Objective.

Generate awareness and excitement locally and internationally about good design from countries and cities around the world (Finland, Istanbul, Japan, Seoul, Italy, Berlin, NYC, Buenos Aires, Brazil, Mexico and Portugal) as well as deliver a fresh suite of products and press opportunities for the MoMA Stores.

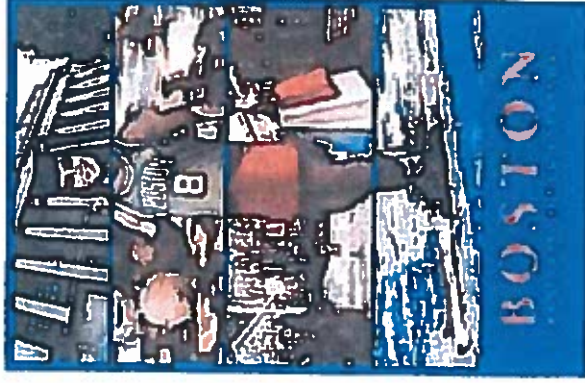
### Program.

- For each city/country, developed a graphic system to use for in-store visuals, online & e-mail communications
- Traveled to several locations to get inspiration and culturally relevant research to develop the identities
- For Mexico and NYC, developed a partnership with local universities to work with their students to develop the graphic identity for the country
- For each product, art direction was provided for all photography for further promotion of the products

### Results.

- Increased store and website traffic due to new product features
- Increased sale of standard product offering as a direct result of uptick in traffic
- Product stories/photography consistently featured in the New York Times, Metropolis, Dwell, Paper Mag and other shelter magazines





### CASE STUDY: Boston in the United Kingdom

#### Objective:

Develop a strategy to promote Boston and Logan International Airport to the consumer and travel trade as the preferred gateway to the region and the United States

#### Program:

- Position airport using the city's name and "Gateway to New England"
- Develop brand and campaign that did not portray the "traditional" New England
- Execute two year campaign including advertising, public relations, and direct sales

#### Results:

- Air service to Boston went from 5 daily flights to 10 daily flights
- The number of UK tour operators using Logan as the Gateway increased from 88 to 114
- Inquiries increased 300% over previous year
- Visitors from the UK increased by 10% the first year and 15% the second year of the program



## CASE STUDY: Boston Children's Museum

### Objective:

Increase museum attendance and provide branding and marketing support to development team for development campaign.

### Program

- Integrated marketing and communications campaign to increase museum attendance:
  - Rebranded the institution with a new graphic identity and color palette
  - Designed print and advertising materials, annual reports, wayfinding and exterior signage
  - Led a Museum team in a website redesign and maintenance
  - Art Directed all photography for promotional images
  - Developed partnerships with consumer products (Hood, Annie's, etc.) to leverage audience reach and awareness for museum
- Expanded branding for the development campaign to broaden the Museum's appeal.

### Results:

- Branding elements were used in the Museum's largest capital campaign for a major renovation of the institution
- Graphic elements were utilized in the architecture and way-finding in the new building
- Positioning the Museum as the anchor of the up-and-coming Seaport District. This rebrand served to revitalize the look of the brand's building.
- Generated media coverage for exhibits not only in regional media outlets, but also national outlets such as Wall Street Journal, Time Magazine for Kids, Travel & Leisure, among others



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Thank you!



## City of Somersworth – Resolution

Resolution No: 13-19

**TO AUTHORIZE THE CITY MANAGER TO SIGN A SECOND AMENDMENT TO THE CONTRACT WITH WRIGHT PIERCE ENGINEERS OF PORTSMOUTH, N.H. TO INCLUDE ADDITIONAL ENGINEERING SERVICES FOR UPGRADES AT THE SOMERSWORTH WASTEWATER TREATMENT FACILITY**

September 4, 2018

WHEREAS, The City Council adopted Resolution No. 22-18 to authorize the City Manager to amend the contract with Wright Pierce Engineers up to an amount not to exceed \$863,000 (Eight Hundred Sixty Three Thousand dollars) to provide engineering services to provide a plant facility assessment and engineering and design specifications for facility improvements at the Wastewater Treatment Facility, and

WHEREAS, the plant facility assessment identified additional improvements such as replacing aeration blowers, replacing the water and process water lines, and a variety of building improvements that weren't included in the original scope of work, and

WHEREAS, Wright Pierce has provided the City a proposal to provide engineering and design services for the additional improvements at a cost of \$155,600 (One Hundred Fifty Five Thousand Six Hundred dollars) which would increase the total contract to an amount not to exceed \$1,018,600 (One Million Eighteen Thousand Six Hundred dollars) ;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SOMERSWORTH THAT the City Manager is authorized to sign a second amendment to the contract with Wright Pierce Engineers of Portsmouth, N.H. to include additional engineering services at the Somersworth Wastewater Treatment Facility for an amount of \$155,600 (One Hundred Fifty Five Thousand Six Hundred dollars) thereby increasing the total contract to an amount not to exceed \$1,018,600 (One Million Eighteen Thousand Six Hundred dollars), and to take any other action related to this contract determined to be in the best interest of the City.

### Authorization

*Sponsored by Councilors:*

David A. Witham  
Dale R. Sprague  
Martin Pepin  
Martin P. Dumont, Sr.

*Approved:*

City Attorney

## City of Somersworth – Resolution 13-19

### History

First Read Date:	09/04/2018	Tabled:	
Public Hearing:		Removed From Table:	
Second Read:			

### Action

Councilor \_\_\_\_\_ moved for adoption, seconded by Councilor \_\_\_\_\_.

### Discussion

Voting Record		YES	NO
Ward 1 Councilor	Pepin		
Ward 2 Councilor	Vincent		
Ward 3 Councilor	Dumont		
Ward 4 Councilor	McCallion		
Ward 5 Councilor	Michaud		
At Large Councilor	Witham *		
At Large Councilor	Sprague		
At Large Councilor	Cameron		
At Large Councilor	Levasseur		
<b>TOTAL VOTES:</b>			
On    /    /    .    Resolution 13-19		<b>PASSED</b>	<b>FAILED</b>

AMENDMENT NO. 2  
TO  
AGREEMENT BETWEEN  
CITY OF SOMERSWORTH  
AND  
WRIGHT-PIERCE  
FOR  
ENGINEERING DESIGN PHASE  
CONTRACT FOR PROFESSIONAL SERVICES  
FOR TREATMENT WORKS

This Amendment made the \_\_\_\_\_ day of \_\_\_\_\_, 2018, by and between CITY OF SOMERSWORTH, (hereinafter called OWNER), and WRIGHT-PIERCE (hereinafter called ENGINEER).

WHEREAS, an Agreement was entered on December 8, 2016 between the OWNER and ENGINEER, which Agreement is entitled ENGINEERING DESIGN PHASE CONTRACT FOR PROFESSIONAL SERVICES FOR TREATMENT WORKS (hereinafter referred to as AGREEMENT) for the Facility Planning and Aeration, Dewatering, and Influent Screening Systems Upgrade.

WHEREAS, the AGREEMENT contained an Additional Services provision to provide assistance to the OWNER for additional services which are not included in the basic scope or services, yet are related to the Facility Planning and Aeration, Dewatering, and Influent Screening Systems Upgrade project, as described in the attached Scope of Services.

NOW, THEREFORE, in consideration of said AGREEMENT and other good and valuable considerations, it is hereby agreed and acknowledged by and between OWNER and ENGINEER to amend the AGREEMENT as follows:

1. The AGREEMENT shall be amended to include this Amendment, a copy of which shall be attached thereto and made a part thereof.
2. The Compensation Paid to the ENGINEER Method of Payments – Amount of Fees (Article IV.A.2) shall have a fee limit increased by \$155,600.00, from \$863,000.00 to \$1,018,600.00.
3. The Time of Completion (Article III.A) shall be increased by 627 days, from 330 days to 957 days.

IN WITNESS WHEREOF, the parties hereto have made and executed this AMENDMENT to said AGREEMENT as of the day and year first above written.

OWNER: CITY OF SOMERSWORTH, NH

ENGINEER: WRIGHT-PIERCE

By: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

APPROVED: DEPARTMENT OF ENVIRONMENTAL SERVICES

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

August 23, 2018  
W-P Project No. 13694A

Mr. Robert Belmore  
City Manager  
City of Somersworth  
One Government Way  
Somersworth, New Hampshire 03878

Subject: City of Somersworth, NH – Wastewater Treatment Facility Upgrade  
Design Amendment No. 2 for Additional Project Scope

Dear Bob:

The City has asked that we provide additional design phase services for aspects of the project not included in the scope of work, which was revised by Amendment No. 1. Since the previous scope amendment, Wright-Pierce and the City have identified several scope items for inclusion in the current upgrade for the following reasons:

- It addresses a system component that integrates with other systems being upgraded and it makes sense to upgrade it concurrently
- It addresses an ongoing maintenance or operations, or equipment reliability issue
- It addresses select aesthetic or energy efficiency updates
- It improves operator usability

The proposed additional work includes:

1. Replace aeration blowers including updates to the Blower Building to address excess heat generation by the blowers and electrical equipment and to allow the water surface in the Aeration Tanks to be raised (providing approximately 6% increase in aeration tank capacity)
2. Replace City water and process water lines between the Operations Building and the Headworks Building to address chronic leaks and pipe repairs
3. Replace inefficient windows and replace a section of floor that was removed at the Headworks Building
4. Provide permanent roof access from the interior of the building
5. Replace hatches between the garage and the basement/tanks below
6. Replace sections of the floor drain system that have corroded
7. Replace galvanized ductwork and doors in chemical rooms
8. Repaint walls and ceilings in the old and new Dewatering Rooms, the Dewatering Control Room and the Solids Handling Room
9. Repaint the walls adjacent to the existing TWAS, RAS and WAS pumps in the Basement
10. Replace the existing-to-remain conveyor that conveys dewatered sludge from the existing centrifuge to the roll-off container





11. Replace leaking chemical piping and manholes in the yard that are allowing groundwater to leak into the basement of the Operations Building
12. Replace the existing pH and ORP probes in the Aeration Tanks

### Schedule

We would propose to complete this work according to the following schedule, with the goal of having contract documents ready for bidding in the late summer of 2019.

- Notice to Proceed from City: September 11, 2018
- Kickoff Meeting with City Staff/W-P Site Visit: October 2018
- Revise Preliminary Design: October to December 2018
- Final Design: January to July 2019
- Bidding: August 2019

We appreciate this opportunity to continue to serve the City.

Sincerely,  
WRIGHT-PIERCE

A handwritten signature in black ink, appearing to read "Timothy R. Vadney", written in a cursive style.

Timothy R. Vadney, PE  
Project Manager  
tim.vadney@wright-pierce.com

*Enclosures*

cc: *File*  
*Lindsey Shields, WP*

COST OR PRICE SUMMARY FORMAT FOR SUBAGREEMENTS UNDER NH SAG & SRF			Form Approved DES 02/06	
PART I - GENERAL				
1. GRANTEE / LOANEE - CITY OF SOMERSWORTH, NEW HAMPSHIRE			2. GRANT/LOAN NO.	
3. NAME OF CONTRACTOR OR SUBCONTRACTOR - WRIGHT-PIERCE			4. DATE OF PROPOSAL August 23, 2018	
5. ADDRESS OF CONTRACTOR OR SUBCONTRACTOR ( Include ZIP ) 230 COMMERCE WAY, SUITE 302, PORTSMOUTH, NH 03801			6. TYPE OF SERVICE TO BE FURNISHED DESIGN ENGINEERING	
PART II - COST SUMMARY				
7. DIRECT LABOR (Specify labor categories)	HOURS	HOURLY RATE	ESTIMATED COST	TOTAL
PRINCIPAL	73	\$61	\$4,477.43	
PROJECT MANAGER	106	\$45	\$4,757.44	
LEAD PROJECT ENGINEER	188	\$40	\$7,527.33	
PROJECT ENGINEER	290	\$35	\$10,149.21	
BLDG DESIGN ENGINEERS	256	\$45	\$11,388.26	
DESIGNERS/ TECHNICIANS	192	\$29	\$5,553.67	
OFFICE ASSISTANCE	39	\$20	\$785.36	
QA/QC	66	\$60	\$3,987.19	
DIRECT LABOR TOTAL:				\$48,626
8. INDIRECT COSTS (Specify indirect cost pools)	RATE	x BASE =	ESTIMATED COST	
OFFICE ENGINEERS	1.680	\$48,625.90	\$81,691.52	
INDIRECT COSTS TOTAL:				\$81,692
9. OTHER DIRECT COSTS				
a. TRAVEL			ESTIMATED COST	
(1) TRANSPORTATION			\$750.00	
(2) PER DIEM				
TRAVEL COSTS TOTAL:			\$750.00	
b. EQUIPMENT, MATERIALS, SUPPLIES (Specify categories)		QTY	COST	ESTIMATED COST
TELEPHONE, FAX, COPIES/PAPER				\$100.00
PRINTING				\$4,000.00
POSTAGE				\$200.00
EQUIPMENT SUBTOTAL :				\$4,300.00
c. SUBCONTRACTS			ESTIMATED COST	
			\$0.00	
			\$0.00	
			\$0.00	
SUBCONTRACTS SUBTOTAL :			\$0.00	
d. OTHER (Specify categories)			ESTIMATED COST	
OTHER SUBTOTAL :			\$0.00	
e. OTHER DIRECT COSTS TOTAL :				\$5,050
10. TOTAL ESTIMATED COST				\$135,367
11. PROFIT				\$20,228
12. TOTAL PRICE				\$155,600

PART III - PRICE SUMMARY			
13.	COMPETITOR'S CATALOG LISTINGS, IN-HOUSE ESTIMATES, PRIOR QUOTES (Indicate basis for price comparison)	MARKET PRICE (\$)	PROPOSED PRICE

PART IV - DIRECT LABOR BY CATEGORY									
14.	INSERT THE APPROPRIATE WORK CATEGORY IN THE TABLE BELOW. WORK CATEGORIES WOULD INCLUDE BUT NOT BE LIMITED TO THOSE CATEGORIES SHOWN IN THE CONTRACT DOCUMENTS SUCH AS DESIGN, SURVEY, SUBSURFACE, CADASTRAL, O&M MANUAL, ADMINISTRATION, INSPECTION, RECORD DWGS., START-UP, SPECIAL SERVICES, ETC.								
Work category →		Preliminary Design	Final Design				Total Hours	Rate	Cost
PRINCIPAL		29	44				73	61	\$ 4,477
PROJECT MANAGER		42	63				106	45	\$ 4,757
LEAD PROJECT ENGINEER		85	104				188	40	\$ 7,527
PROJECT ENGINEER		130	159				290	35	\$ 10,149
BLDG DESIGN ENGINEERS		48	208				256	45	\$ 11,388
DESIGNERS/ TECHNICIANS		38	153				192	29	\$ 5,554
OFFICE ASSISTANCE		12	27				39	20	\$ 785
QA/QC		24	42				66	60	\$ 3,987
Total - Hours		409	801	0	0	0	1210		
Total - Direct Labor Cost									\$ 48,626

Comments:



## City of Somersworth – Resolution

Resolution No: 14-19

**TO AUTHORIZE THE CITY MANAGER TO CONTRACT WITH TWO-WAY COMMUNICATIONS OF NEWINGTON, NH TO INSTALL A NEW AUDIO AND VIDEO RECORDING SYSTEM AT THE SOMERSWORTH POLICE DEPARTMENT**

September 4, 2018

WHEREAS, the Somersworth Capital Improvement Program for Fiscal Years 2019 through 2024 contains a recommendation to replace the audio and video recording equipment at the Somersworth Police Department, and

WHEREAS, the fiscal year 2018-2019 adopted budget contains an appropriation for the replacement of this equipment, and

WHEREAS, city staff recommends contracting with Two-Way Communications to provide and install the audio and video recording system for a cost not to exceed \$29,089 (Twenty Nine Thousand Eighty Nine dollars), and

WHEREAS, the Public Safety committee has reviewed the recommendation and supports the recommendation,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SOMERSWORTH THAT the City Manager is authorized to contract with Two-Way Communications of Newington, NH to replace the audio and video recording equipment at the Somersworth Police Station for a cost not to exceed \$29,089 (Twenty Nine Thousand Eighty Nine dollars), and to take any actions relative to this purchase determined to be in the best interest of the City.

### Authorization

*Sponsored by Councilors:*

Martin Pepin  
David A. Witham  
Dale R Sprague  
Edward Levasseur  
Nancie Cameron  
Martin P. Dumont, Sr.

*Approved:*

City Attorney

## City of Somersworth – Resolution 14-19

### History

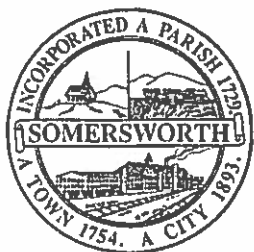
First Read Date:	09/04/2018	Tabled:	
Public Hearing:		Removed From Table:	
Second Read:			

### Action

Councilor \_\_\_\_\_ moved for adoption, seconded by Councilor \_\_\_\_\_.

### Discussion

Voting Record			YES	NO
Ward 1 Councilor	Pepin	*		
Ward 2 Councilor	Vincent			
Ward 3 Councilor	Dumont			
Ward 4 Councilor	McCallion			
Ward 5 Councilor	Michaud			
At Large Councilor	Witham			
At Large Councilor	Sprague			
At Large Councilor	Cameron			
At Large Councilor	Levasseur			
<b>TOTAL VOTES:</b>				
On    /    /    .    Resolution 14-19			PASSED	FAILED



*Somersworth Police Department*

*12 Lilac Lane*

*Somersworth, NH 03878*

*Business: (603) 692-3131 Fax: (603) 692-2111*

David B. Kretschmar  
Chief of Police

MEMORANDUM

Memo To: Bob Belmore, City Manager  
From: David Kretschmar, Police Chief  
Date: August 14, 2018  
Subject: Police Department Security Upgrades

---

Attached please find the detailed costs of upgrades to the video/audio security systems at the Somersworth Police Department.

This upgrade will include replacement of all video cameras, storage and audio recording capabilities, greatly enhancing both security of the Department along with the video and audio quality of interview processes during investigations.

**2-Way Communications Service, Inc.**  
**23 River Road**  
**Newington, NH 03801**



# Proposal

**39583**

Date: 7/26/2018

Name / Address:

Somersworth Police Department  
 12 Lilac Lane  
 Somersworth, NH 03878

Phone : 1-800-441-6288

Fax : 603-431-4832

E-mail us : NetworkDivision@2-way.biz

Visit our Web Site : [www.2-way.biz](http://www.2-way.biz)

Cut your expenses with a Managed 3CX Phone system!



P.O. No.:

Rep:

749

Qty	Item	Description	Total
		Proposal for new high definition surveillance system	
1	NV-Component	Milestone Husky M50 Advanced NVR, 8TB storage, 3 year warranty, 8 device licenses	6,036.35
4	NV-Component	Xprotect Advanced 4 Pack device licenses	2,023.08
2	NV-Component	Altronix 16 port Ethernet/PoE+ over coax bridge	4,081.75
20	NV-Component	IP/Coax transceiver	2,381.52
2	NV-Component	56VDC Rackmount power supply	623.45
24	NV-Component	4MP Hikvision IR Dome Camera. WDR, 2.8 to 12mm autofocus lens, white.	5,691.46
6	NV-Component	Louroe Verifact A-ML microphone	651.60
1	Net Equipment	Misc. cable, connectors, mounting plates and camera boxes	600.00
1	Net Installation	Installation, configuration, basic user training	7,000.00

**Subtotal**

Thank you for taking the time to review my proposal. Sign and return to accept. Valid for 30 days.

**Sales Tax (0.0%)**

**Total**

Signature

**2-Way Communications Service, Inc.**  
**23 River Road**  
**Newington, NH 03801**



# Proposal

**39583**

Date: 7/26/2018

Name / Address:

Somersworth Police Department  
 12 Lilac Lane  
 Somersworth, NH 03878

Phone : 1-800-441-6288

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P.O. No.:

Rep:

749

Qty	Item	Description	Total
	TERMS 2	<p><b>TERMS AND CONDITIONS:</b>            By signing this proposal you agree to the following terms and conditions:            1. Goods provided on this proposal will be invoiced upon delivery from supplier            2. Some special order items may require full or partial payment at time of order            3. Remainder of proposal will be invoiced upon completion            4. Payment for all invoices is due within customer's established terms from date of invoice            5. Returned goods may be subject to a restocking fee of up to 25%            6. There are NO RETURNS on special-order items            7. Additional products or services provided outside of the scope of this proposal shall be subject to additional charges            8. Customer shall have any vehicles, buildings and equipment requiring service accessible for their scheduled appointment time. Delays due to unavailability may incur additional labor charges            9. Delays caused by other contractors or vendors may incur additional charges            10. Services will be performed during 2-Way's normal business hours (Mon-Fri 8:00-4:30)</p>	0.00

**Subtotal**

\$29,089.21

Thank you for taking the time to review my proposal. Sign and return to accept. Valid for 30 days.

**Sales Tax (0.0%)**

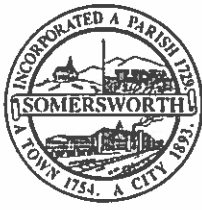
\$0.00

**Total**

**\$29,089.21**

Signature \_\_\_\_\_





## City of Somersworth – Resolution

Resolution No: 15-19

### **TO APPROVE A BOND TO PROVIDE FUNDING TO RENOVATE MAPLE WOOD ELEMENTARY SCHOOL BY MAKING SECURITY UPGRADES AND OTHER BUILDING CAPITAL IMPROVEMENTS**

September 4, 2018

WHEREAS, the City Council of the City of Somersworth desires to renovate and make capital improvements to Maple Wood Elementary School by improving security at the main entrance and administration area and upgrading building functionality to include upgrades to the original HVAC system; and

WHEREAS, the project costs include architecture, engineering, construction, and any other ancillary costs associated with the project; and

WHEREAS, the School Department has been notified that they have been awarded a \$720,000 (Seven Hundred Twenty Thousand dollar) grant from the Public School Infrastructure Fund to support the security improvements;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SOMERSWORTH THAT an amount not to exceed \$1,920,000 (One Million Nine Hundred Twenty Thousand dollars) is appropriated to renovate and make improvements to Maple Wood Elementary School by improving security at the main entrance and administration area and upgrading building functionality to include upgrades to the original HVAC system; and

BE IT FURTHER RESOLVED THAT:

- (a.) the City Manager is authorized to borrow up to \$1,200,000 (One Million Two Hundred Thousand dollars) under the Municipal Finance Act and issue bonds and notes payable within 10 years from their dates,
- (b.) the City Manager is authorized to issue temporary notes in anticipation of the issue of these bonds or notes,
- (c.) the City Manager is authorized to apply for, obtain and accept federal, state or other aid, if any, which may be available for said project,
- (d.) the estimated useful life of this project is expected to exceed 10 years.

#### Authorization

##### *Sponsored by Councilors:*

David A. Witham  
Martin Dumont, Sr.  
Richard Michaud  
Nancie Cameron  
Martin Pepin

##### *Approved:*

City Attorney

## City of Somersworth – Resolution 15-19

### History

First Read Date:		Tabled:	
Public Hearing:		Removed From Table:	
Second Read:			

### Action

Councilor \_\_\_\_\_ moved for adoption, seconded by Councilor \_\_\_\_\_.

### Discussion

*This Resolution requires a public hearing and requires a 2/3 majority vote of the City Council after the public hearing (Sections 7.13 and 7.14 City Charter).*

Voting Record		YES	NO
Ward 1 Councilor	Pepin		
Ward 2 Councilor	Vincent		
Ward 3 Councilor	Dumont		
Ward 4 Councilor	McCallion		
Ward 5 Councilor	Michaud		
At Large Councilor	Witham *		
At Large Councilor	Sprague		
At Large Councilor	Cameron		
At Large Councilor	Levasseur		
<b>TOTAL VOTES:</b>			
On    /    /    .    Resolution 15-19		PASSED	FAILED



**SCHOOL ADMINISTRATIVE UNIT FIFTY SIX**  
**Rollinsford School District – Somersworth School District**  
 51 West High Street  
 Somersworth, NH 03878  
 (603) 692-4450 • Fax (603) 692-9100

**SUPERINTENDENT**

Dr. Robert Gadomski

**ASSISTANT  
SUPERINTENDENT**

Lori Lane

**BUSINESS  
ADMINISTRATOR**

Katie Krauss

**STUDENT  
SERVICES  
DIRECTOR**

Pam MacDonald

**SPECIAL  
EDUCATION  
LIAISON**

Tom Hayward

To: Somersworth City Council, Bob Belmore, City Manager; Scott Smith, Finance Director  
 From: Dr. Robert Gadomski, Superintendent of Schools  
 Date: August 22, 2018  
 RE: Bond Request for Maple Wood Elementary School Facility Renovation Project

On behalf of the Somersworth School District, thank you for considering this request to support security and infrastructure upgrades and renovation at the Maple Wood Elementary School facility.

**Project Description:** This renovation project will focus on two identified facilities needs for Maple Wood Elementary School.

Need #1: To improve the school security by "hardening" the school's entrance and main office area.

Need #2: To upgrade the original HVAC system in the school to provide more effective and efficient ventilation.

**Process:** To date, the school district has:

- Secured the architectural services of Samyn-D'Elia Architects of Ashland, NH to work with members of the School Board's Buildings and Grounds Committee to create conceptual drawings and a budget to meet the needs identified above.
- Met with the City's Finance Committee as well the City Manager and Finance Director to determine whether the school district would receive support to request a bond for this project.
- Received approval of the Somersworth School Board through a vote at the August 21, 2018 Board meeting.

**Request:** The School District is requesting for \$1,902,587.80 dollars to support this project. There is a bond retiring in FY 19 of \$1.2 million from the land purchase for the Idlehurst School. Please note that the School District has been awarded up to \$720,000 from the Public School Infrastructure Fund (RSA 198:15-y) to support the security upgrades outlined in this project.

Should this request be granted, the School District would look to create a Joint Building Committee to oversee the project until its completion which is tentatively planned to at the end of August 2019.

Thank you again for considering this request.

**EXPECT EXCELLENCE**

*Equal Opportunity Employer • Equal Education Opportunities*

**SAMYN - D'ELIA**  
ARCHITECTS, P.A.

**Somersworth - Maple Wood Elementary Secure Main Entry Renovations**

Concept Budget for Preliminary Funding Application

August 21, 2018

A. Security Improvements		Total SF	Total Cost
Secure Main Entry & Administration		2,585 Sq. Ft.	\$ 881,285.00
			Security
			Sub Total: \$ 881,285.00
<b>B. HVAC Improvements</b>			
Boiler Replacement			\$ 250,000
Removal of Existing Fuel Oil Tank			\$ 25,000
Replacement of Existing Pumps - New Variable Speed			\$ 20,000
Unit Ventilators Replacement			\$ 250,000
Replacement of Existing Exhaust Fans			\$ 30,000
Building Automation HVAC Control System			\$ 185,000
			HVAC
			Sub Total: \$ 760,000.00
<b>C. A/E, Furnishings &amp; Contingency</b>			
Architectural & Engineering	8.00%		\$ 131,303
Civil Engineering	Allowance		\$ 10,000
Furnishings & Fixtures	Allowance		\$ 50,000
Owner Contingency			\$ 70,000
			Soft Costs
			Sub Total: \$ 261,302.80
<b>SECURE MAIN ENTRY &amp; HVAC TOTAL:</b>			<b>\$ 1,902,587.80</b>

**Somersworth Maple Wood School**

**Project Schedule**

**Maple Wood School - Somersworth, NH / 1808**

**Date: August 21, 2018**

---

**Somersworth Maple Wood School – Secure Entry Renovations Project Schedule**

- August – September  
Concept Plans, Estimating / Pricing, Board Review
- September 4<sup>th</sup>  
Final pricing, City Council project review
- October  
Bond approval, Construction Manager Interviews
- November – December  
Schematic plan development & revisions, mechanical design and engineering
- December  
Schematic estimate by Construction Manager
- January – February  
Construction Documents & plan development. Interior finishes, furnishing and equipment selections
- March  
Construction Bidding and Guaranteed Maximum Price
- April – May  
Construction Mobilization
- May – August  
Construction
- September 2019  
Project Completion, Opening of School



## City of Somersworth – Resolution

Resolution No: 16-19

**TO AUTHORIZE THE CITY MANAGER TO SIGN A LEASE/PURCHASE AGREEMENT WITH TAX EXEMPT LEASING CORPORATION OF LIBERTYVILLE, IL FOR THE PURCHASE OF CITY VEHICLES**

September 4, 2018

WHEREAS, the fiscal year 2018-2019 adopted budget contains an appropriation for a down payment toward the purchase of the following City vehicles:

- One SUV style Police Cruiser
- DPW Plow Truck – 310 Replacement
- DPW Street Sweeper

WHEREAS, City staff solicited quotes for financing this purchase through a lease/purchase agreement, and

WHEREAS, the Finance Committee for the City of Somersworth reviewed these quotes with City staff and recommends the lease/purchase agreement,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SOMERSWORTH THAT, the City Manager is authorized to enter into a five-year lease/purchase agreement with Tax Exempt Leasing Corporation of Libertyville, IL for the acquisition of City vehicles and to take any action relative to this agreement determined to be in the best interest of the City.

### Authorization

*Sponsored by Councilors:*

David A. Witham  
Dale R. Sprague  
Martin Pepin  
Martin P. Dumont

*Approved:*

City Attorney

## City of Somersworth – Resolution 16-19

### History

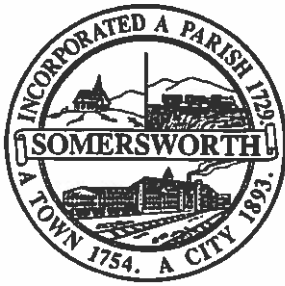
First Read Date:	09/04/2018	Tabled:	
Public Hearing:		Removed From Table:	
Second Read:			

### Action

Councilor \_\_\_\_\_ moved for adoption, seconded by Councilor \_\_\_\_\_.

### Discussion

Voting Record		YES	NO
Ward 1 Councilor	Pepin		
Ward 2 Councilor	Vincent		
Ward 3 Councilor	Dumont		
Ward 4 Councilor	McCallion		
Ward 5 Councilor	Michaud		
At Large Councilor	Witham *		
At Large Councilor	Sprague		
At Large Councilor	Cameron		
At Large Councilor	Levasseur		
<b>TOTAL VOTES:</b>			
On    /    /    .    Resolution 16-19		PASSED	FAILED



## MEMORANDUM

**TO:** Bob Belmore, City Manager  
**FROM:** Scott Smith, Finance Director  
**DATE:** August 23, 2018  
**SUBJECT:** Lease Quotes for Vehicle Replacement

---

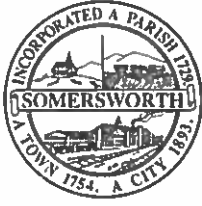
I requested quotes for on a three (3) and five (5) year lease/purchase with a \$20,000 down payment resulting in a principal balance of \$410,000 financed. The results were as follows:

	<u>3 Year</u>	<u>5 Year</u>
• The BancCorp	\$147,600	\$109,470
• Baystone Government Finance	\$147,351	\$92,045
• Tax exempt Leasing Corp	\$147,294	\$91,684

The lowest quote received under both terms is Tax Exempt Leasing Corp.

If you require any additional information please let me know.





## City of Somersworth – Ordinance

Ordinance No: 2-19

**AMENDING CHAPTER 13 POLICE OFFENSES**

July 23, 2018

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SOMERSWORTH THAT the ordinances of the City of Somersworth, as amended, be further amended as follows:

Amend Chapter 13, Police Offenses, Section F.5, Time Limited Parking, 15 Minutes, by deleting:

- Grove St. on the northerly side from Grand St. westerly to the telephone pole (NET&T CO 7 PSNN 35/6).

And further amend Chapter 13, Police Offenses, Section D. No Parking Anytime, by deleting:

- Grove St. on the northerly side from the telephone pole (NET&T CO 7 PSNN 35/6) westerly to Prospect St.

And adding:

- Grove Street on the northerly side from Grand Street Westerly to Prospect Street.

This Ordinance shall take effect upon its passage.

## Authorization

*Sponsored by Councilor:*

Kenneth S. Vincent

*Approved:*

City Attorney

## City of Somersworth – Ordinance 2-19

### History

First Read Date:	07/23/2018	Tabled:	NA
Public Hearing:	08/13/2018	Removed From Table:	NA
Second Read:	08/13/2018		

### Discussion

The Traffic Safety Committee was asked to review the ordinance authorizing an area allowing 15 minute parking on Grove Street. These stalls were originally used to assist with Hilltop School related parking. Grove Street was changed for dual direction traffic. The parking of vehicles utilizing that 15 minute area creates a traffic safety issue. Turning onto Grove Street from Grand Street when vehicles are parked in that area can cause encroachment into the opposite lane of travel on Grove St. Prohibiting parking along the north side of Grove St between Grand St and Prospect St will aide in a safer commute.

Councilor Sprague, seconded by Councilor McCallion, made a motion to amend, Sect D. Changing it from no parking to 30 minute parking.

Councilor Vincent said he would like to see an increase the parking limit to an hour or more.

Councilor Pepin explained that when the school was there, they didn't want that part of the road blocked.

*Councilor Pepin, seconded by Councilor Levasseur, made a motion to suspend council rules to allow Police Chief Kretschmar to address the council. Motion passed, 9-0.*

Chief Kretschmar stated that Grove Street is a narrow road. This was a stall that was used to pick up and drop off of kids when the school was there. It doesn't create an issue right now.

*Councilor Sprague, seconded by Councilor Vincent, amended his amendment to 2 hour parking. The motion passed, 9-0.*

Voting Record		YES	NO
Ward 1 Councilor	Pepin	X	
Ward 2 Councilor	Vincent *	X	
Ward 3 Councilor	Dumont	X	
Ward 4 Councilor	McCallion	X	
Ward 5 Councilor	Michaud	X	
At Large Councilor	Witham	X	
At Large Councilor	Sprague	X	
At Large Councilor	Cameron	X	
At Large Councilor	Levasseur	X	
<b>TOTAL VOTES:</b>		<b>9</b>	<b>0</b>
On 08/13/2018      Ordinance 2-19      PASSED			

**MITCHELL MUNICIPAL GROUP, P.A.**

ATTORNEYS AT LAW  
25 BEACON STREET EAST  
LACONIA, NEW HAMPSHIRE 03246  
[www.mitchellmunicipalgroup.com](http://www.mitchellmunicipalgroup.com)

WALTER L. MITCHELL  
LAURA A. SPECTOR-MORGAN  
STEVEN M. WHITLEY  
KERIANN ROMAN  
JUDITH E. WHITELAW (OF COUNSEL)

TELEPHONE (603) 524-3885

August 30, 2018

**CERTIFICATION**

Re: City of Somersworth, New Hampshire

Ordinance No. 3-19

Title: **TO AMEND CHAPTER 29 ADMINISTRATIVE CODE,**  
**SECTION 8.4.1, COST THRESHOLDS**

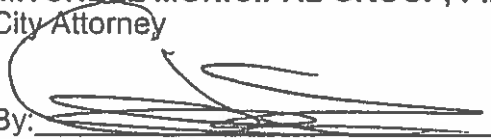
This is to confirm that in accordance with Somersworth City Council Rules and Regulations #17 (D)1, we have reviewed the above referenced ordinance, after it passed a first reading. To our examination it is in correct technical form, and to our understanding is not repugnant to the laws and constitution of the State of New Hampshire nor the Charter and Ordinances of the City of Somersworth.

Date: \_\_\_\_\_

8/30/18

**MITCHELL MUNICIPAL GROUP, P.A.**  
City Attorney

By: \_\_\_\_\_



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August 30, 2018

**CERTIFICATION**

Re: City of Somersworth, New Hampshire

Resolution No. 11-19

Title: **TO AUTHORIZE THE CITY MANAGER TO EXECUTE THE 2018  
JUSTICE ASSISTANCE GRANT PROGRAM WHICH PROVIDES  
FUNDING FOR THE PURCHASE OF EQUIPMENT FOR  
THE POLICE DEPARTMENT**

This is to confirm that in accordance with Somersworth City Council Rules and Regulations #17 (D)1, we have reviewed the above referenced resolution. To our examination it is in correct technical form, and to our understanding is not repugnant to the laws and constitution of the State of New Hampshire nor the Charter and Ordinances of the City of Somersworth.

MITCHELL MUNICIPAL GROUP, P.A.  
City Attorney

Date: 8/30/18

By: 

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August 30, 2018

**CERTIFICATION**

Re: City of Somersworth, New Hampshire

Resolution No. 12-19

Title: TO AUTHORIZE THE CITY MANAGER TO CONTRACT WITH  
THE OPEN THE DOOR OF BOSTON, MASSACHUSETTS TO  
DEVELOP A CITY MARKETING PLAN

This is to confirm that in accordance with Somersworth City Council Rules and Regulations #17 (D)1, we have reviewed the above referenced resolution. To our examination it is in correct technical form, and to our understanding is not repugnant to the laws and constitution of the State of New Hampshire nor the Charter and Ordinances of the City of Somersworth.

Date: 8/30/18

MITCHELL MUNICIPAL GROUP, P.A.  
City Attorney

By: 

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August 30, 2018

**CERTIFICATION**

Re: City of Somersworth, New Hampshire

Resolution No. 13-19

Title: TO AUTHORIZE THE CITY MANAGER TO SIGN A SECOND  
AMENDMENT TO THE CONTRACT WITH WRIGHT PIERCE ENGINEERS OF  
PORTSMOUTH, N.H. TO INCLUDE ADDITIONAL ENGINEERING  
SERVICES FOR UPGRADES AT THE SOMERSWORTH  
WASTEWATER TREATMENT FACILITY

This is to confirm that in accordance with Somersworth City Council Rules and Regulations #17 (D)1, we have reviewed the above referenced resolution. To our examination it is in correct technical form, and to our understanding is not repugnant to the laws and constitution of the State of New Hampshire nor the Charter and Ordinances of the City of Somersworth.

Date: 8/30/18

MITCHELL MUNICIPAL GROUP, P.A.  
City Attorney

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August 30, 2018

**CERTIFICATION**

Re: City of Somersworth, New Hampshire

Resolution No. 14-19

**Title: TO AUTHORIZE THE CITY MANAGER TO CONTRACT WITH  
TWO-WAY COMMUNICATIONS OF NEWINGTON, NH TO INSTALL  
A NEW AUDIO AND VIDEO RECORDING SYSTEM AT THE  
SOMERSWORTH POLICE DEPARTMENT**

This is to confirm that in accordance with Somersworth City Council Rules and Regulations #17 (D)1, we have reviewed the above referenced resolution. To our examination it is in correct technical form, and to our understanding is not repugnant to the laws and constitution of the State of New Hampshire nor the Charter and Ordinances of the City of Somersworth.

Date: 8/30/18

MITCHELL MUNICIPAL GROUP, P.A.  
City Attorney

By: 

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August 30, 2018

**CERTIFICATION**

Re: City of Somersworth, New Hampshire

Resolution No. 15-19

Title: **TO APPROVE A BOND TO PROVIDE FUNDING TO RENOVATE  
MAPLE WOOD ELEMENTARY SCHOOL BY MAKING SECURITY  
UPGRADES AND OTHER BUILDING CAPITAL IMPROVEMENTS**

This is to confirm that in accordance with Somersworth City Council Rules and Regulations #17 (D)1, we have reviewed the above referenced resolution. To our examination it is in correct technical form, and to our understanding is not repugnant to the laws and constitution of the State of New Hampshire nor the Charter and Ordinances of the City of Somersworth.

Date: 8/30/18

MITCHELL MUNICIPAL GROUP, P.A.  
City Attorney

By: 



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August 30, 2018

**CERTIFICATION**

Re: City of Somersworth, New Hampshire

Resolution No. 16-19

Title: **TO AUTHORIZE THE CITY MANAGER TO SIGN A LEASE/PURCHASE  
AGREEMENT WITH TAX EXEMPT LEASING CORPORATION OF  
LIBERTYVILLE, IL FOR THE PURCHASE OF CITY VEHICLES**

This is to confirm that in accordance with Somersworth City Council Rules and Regulations #17 (D)1, we have reviewed the above referenced resolution. To our examination it is in correct technical form, and to our understanding is not repugnant to the laws and constitution of the State of New Hampshire nor the Charter and Ordinances of the City of Somersworth.

Date: 8/30/18

MITCHELL MUNICIPAL GROUP, P.A.  
City Attorney

By: 



**\$50 per player includes cart, 1 free mulligan  
& a swag bag full of goodies.**

**NEW** this year food and drink sampling at  
several of the 9 holes! Currently looking for  
sponsors and restaurants who would like to be  
featured at this community event.

**Wednesday, September 19**  
**Scramble format/Shotgun start at 1:00 p.m.**  
The Oaks Golf Links  
100 Hide-Away Place, Somersworth

**[www.TheFallsChamber.com/events/golf](http://www.TheFallsChamber.com/events/golf)**

For more information:  
(603) 692-7175 or [info@somersworthchamber.com](mailto:info@somersworthchamber.com)

