

Open Space Committee / Minutes of April 14, 2010 Meeting

6 p.m. Peterborough Town House

Present: Ed Henault, Debby Kaiser, Francie Von Mertens

Without a quorum, March minutes were not approved.

Calendar

Production. The group decided the calendar will sell for \$12 which keeps it competitive with other quality calendars; and bulk purchase (10 copies or more) for \$8, which makes it very competitive. 2,000 calendars will be printed, with early September print goal.

Steele's, and The Toadstool in Peterborough, Milford and Keene will be the main retail locations. They will keep \$5 per sale.

Groups (ConComs, Scouts, etc.) will be offered the calendar at bulk rate, which gives them a profit of \$4 per calendar.

Marketing. Von Mertens handed out a list of bulk buyers of the past two calendars (SDE, Town, Renewable Energy World, Summerhill, etc.); sellers (Scouts, Unitarian and Monadnock Music fairs, etc.); and retail outlets (Toadstool, Steele's, Sharon Arts, etc.). And where samples and posters were displayed.

The group brainstormed marketing to other towns through Chambers, Rotary, garden clubs, companies for their clients and/or employees, nursing homes/hospitals, schools.

A ready sales outlet where OSC gets to keep full price would be helpful in making sure costs are recouped.

Henault will speak with Jack Burnett at Chamber to offer calendar at a Chamber breakfast, the state tourism bureau, Keene Sentinel. Von Mertens will contact area garden clubs and the Ledger (subscription promotion). Kaiser will speak with Monadnock Conservancy and Harris Center.

Other possibilities: EMS (Bannister); Dublin School (Von Mertens).

Von Mertens will try to get a sample page worked up before real marketing push begins.

Land

The group discussed a parcel abutting the Fremont Field conservation area. Kaiser and Henault will speak with Carol Ogilvie about potential subdivision of the parcel to help determine likely appraised value of the parcel.

Kaiser will send an e-mail around to arrange an OSC walkabout on the land.

The meeting adjourned at 7:30 p.m. **The next meeting will be Wednesday May 12 at 5:45 preceding Town Meeting which begins at 7 p.m.**