



TOWN COUNCIL – AGENDA REQUEST FORM

THIS FORM WILL BECOME PART OF THE BACKGROUND INFORMATION USED BY THE COUNCIL AND PUBLIC

Please submit Agenda Request Form, **including back up information**, 8 days prior to the requested meeting date. **Public Hearing requests must be submitted 20 days prior to requested meeting date to meet publication deadlines** (exceptions may be authorized by the Town Manager, Chairman/Vice Chair).

MEETING INFORMATION

Date Submitted: March 2, 2015
Submitted by: Town Manager Eileen Cabanel and
Finance Director Paul T. Micali
Department:
Speakers:

Date of Meeting: March 12, 2015

Time Required: 20 minutes

Background Info. Supplied: Yes: No:

CATEGORY OF BUSINESS (PLEASE PLACE AN "X" IN THE APPROPRIATE BOX)

Appointment:	<input type="checkbox"/>	Recognition/Resignation/ Retirement:	<input type="checkbox"/>
Public Hearing:	<input type="checkbox"/>	Old Business:	<input checked="" type="checkbox"/>
New Business:	<input type="checkbox"/>	Consent Agenda:	<input type="checkbox"/>
Nonpublic:	<input type="checkbox"/>	Other:	<input type="checkbox"/>

TITLE OF ITEM

April 14th Election Advertising

DESCRIPTION OF ITEM

To consider the increased use of promotional signage to advertise for the April 14th Election in an attempt to encourage more residents to vote as discussed during the May 16, 2014 Town Council Goal Setting Session.

REFERENCE (IF KNOWN)

RSA:	Warrant Article:	_____
Charter Article:	Town Meeting:	_____
Other:	N/A	

EQUIPMENT REQUIRED (PLEASE PLACE AN "X" IN THE APPROPRIATE BOX)

Projector:	<input type="checkbox"/>	Grant Requirements:	<input type="checkbox"/>
Easel:	<input type="checkbox"/>	Joint Meeting:	<input type="checkbox"/>
Special Seating:	<input type="checkbox"/>	Other:	<input type="checkbox"/>
Laptop:	<input type="checkbox"/>	None:	<input type="checkbox"/>

CONTACT INFORMATION

Name:	<u>Eileen Cabanel</u>	Address	<u>6 Baboosic Lake Road</u>
Phone Number	<u>424-2331</u>	Email Address	<u>ecabanel@merrimacknh.gov</u>

APPROVAL

Memo



TO: Town Council
ATTN: Town Manager Eileen Cabanel
FROM: Finance Director Paul T. Micali
DATE: March 6, 2015

RE: **Advertising for the April 14th Election**

At the Goals Setting meeting held on May 16, 2014 the Town Council discussed how to increase voter turnout.

b. Increasing Voter Turnout

In an effort to encourage more residents to vote, the group is in favor of using increased promotional signage prior to Town elections, and to using this signage both inside and outside of the center of Town. There was agreement to look into renting signs and asking local businesses to use their signage as well.

Proposed locations for the electronic message boards:

- Bedford Road and DW Highway
- Amherst and Continental Boulevard
- DW Highway and Greeley Street
- Watson Park (Town Owned)

I looked into renting electronic message boards for the Election. The Town was quoted:

- \$508 per week and a \$212 drop off and pick-up charge.

The total for a two week rental for 3 signs would be \$3,864.