



Community Engagement Commission Agenda

Thursday, September 11, 2014

6:30 p.m.

City Council Chambers

- 6:30 p.m. **1. Introductions/Roll Call**
2. Approve Agenda
3. Approval of August 14 Minutes
4. Public Comment on Items Not on Agenda
- 6:45 p.m. **5. Old Business**
a. Work Group F: Operations Committee ("Low-Hanging Fruit")
b. Work Group B: Education/Awareness
c. Work Group A & E: Community Outreach & Council/Commissions/Staff in the Community
- 8:05 p.m. **6. Chair and Committee Reports**
a. Chair's Report (Chair Grefenberg)
i. Scope of Next Few Months Work
ii. Other items
- 8:15 p.m. b. Website Redesign Committee
i. Current Status of Website Redesign (Staff Liaison Bowman)
ii. Current Status of Committee Work (Vice-Chair Becker)
- 7. Other Old Business**
8. New Business
- 8:30 p.m. **9. Staff Report**
a. Upcoming Items on Future Council Agendas
b. Other Items
- 10. Commission Communications, Reports, and Announcements**
11. Commissioner-Initiated Items for Future Meetings
12. Recap of Commission Actions This Meeting
- 8:45 p.m. **13. Adjournment**

Public Comment is encouraged during Commission meetings. You may comment on items not on the agenda at the beginning of each meeting; you may also comment on agenda items during the meeting by indicating to the Chair your wish to speak.

1 **Community Engagement Commission**
2 **Meeting Minutes**
3 **DRAFT – August 14, 2014 - DRAFT**

4
5
6 **Commissioners:** Gary Grefenberg, Desiree Mueller, Theresa Gardella, Kathy Ramundt,
7 Scot Becker, Jonathan Miller, and Michelle Manke

8
9 **Commissioners Absent:** None

10
11 **Staff Present:** Garry Bowman

12
13 **Others Present:** None.

14
15
16 **Call to Order**

17
18 A quorum being present, the Community Engagement Commission meeting was called to order
19 at 6:30 p.m. by Chair Gary Grefenberg.

20
21
22 1. INTRODUCTION/ROLL CALL

23
24 All Commissioners were present.

25
26
27 2. APPROVE AGENDA

28
29 Commissioner Scot Becker made a motion, seconded by Commissioner Michelle Manke to
30 approve the agenda as presented. **The motion carried unanimously.**

31
32
33 3. APPROVAL OF JULY 10, 2014 MINUTES

34
35 Commissioner Kathy Ramundt made a motion, seconded by Commissioner Michelle Manke to
36 approve the July 10, 2014 minutes as amended. **The motion carried 5-eyes, 2-abstain** (Becker
37 and Miller [abstaining since they had not been at the meeting](#)).

38
39
40 4. PUBLIC COMMENT ON ITEMS NOT ON AGENDA

41
42 There was no public input.

43
44
45 5. REVIEW & REVISIONS TO CURRENT STATUS OF COMMISSION ORGANIZATION
46 (OPERATIONS COMMISSION)

47 **a. Overview of Commission Purpose and Functions according to City Ordinance**
48

49 Chair Grefenberg encouraged Commissioners not to speak over each other because this makes it
50 difficult to do the minutes. He asked members to request recognition from the Chair before
51 speaking or to call for a Committee of the Whole for a specific agenda item. [\(The Committee of](#)
52 [the Whole is a less formal process which allows for back-and-forth discussion.\)](#)
53

54 **i. Discussion on the Commission’s role as an advisor to the Council on**
55 **encouraging and facilitating community engagement**
56

57 Chair Grefenberg stated all Commissioners received the materials for the review and revisions to
58 current status organization. The Operations Committee discussed this at length. The first item is
59 overview of Commission purpose and functions according to City Ordinance. This outlines what
60 the Community Engagement Commission (CEC) **must** do and **may** do. It is on the agenda
61 because it sets out in summary what the CEC must do and may do and also gives the purpose of
62 the Commission. The Commission must elect a Chair and Vice-Chair and it must keep a record
63 of its meetings and actions. ~~There was~~ [\(Grefenberg noted](#) a typo on page 1 of the report under
64 208.03, the second item [of which](#) should read: The Commission shall keep a record of its
65 meetings and actions.) Other things the Commission must do are meet with the City Council a
66 minimum of once per year ~~and~~.

67
68 Section 208.04 Scope, Duties, and Functions, states [the reasons](#) the City Council ~~has~~ [had](#) created
69 the CEC to serve in an advisory capacity regarding the effective and meaningful involvement of
70 Roseville residents. ~~and~~ [Quoting from the City Ordinance, he said](#) the Commission ~~must or~~ shall
71 make recommendations, review policies, and suggest strategies that will help to improve City
72 communication and increase [a](#) sense of community.
73

74 Chair Grefenberg elaborated that ~~In some way, the reasons or~~ [the Commission’s](#) purpose is not to
75 do all the engagement in the community, ~~even though this does help to inform the~~
76 ~~Commissioners~~, but to facilitate and make it easier for others to be effectively and meaningfully
77 involved in Roseville. This is ~~the~~ primary purpose ~~but it~~ does not mean that ~~people~~
78 [Commissioners](#) cannot individually and separately be involved in a variety of programs; [this type](#)
79 [of involvement does help individual Commissioners form judgments and improve their decision-](#)
80 [making.](#)
81

82 ~~As a Commission the primary function is to make recommendations to the Council that will help~~
83 ~~to improve City communication and increase the sense of community.~~ Chair Grefenberg then
84 reviewed the six ~~bullets~~ [functions](#), ~~of or~~ what the Commission may do. He concluded that the
85 language in the City Ordinance ~~These do~~ [did](#) not preclude the Commission from recommending
86 another function to the Council or ~~to~~ [recommending](#) another way to effectively and meaningfully
87 involve Roseville residents. ~~This information will be useful as the Commission grows.~~
88

89 This is the main core of what he wanted to make clear because it appears to him that this has not
90 been clear. From his ~~respected position~~ [perspective](#) this is a whole lot of work. Over the last
91 three (3) months the Commission has been very involved in their mission and purpose and

92 examples like “Discover Your Park” are raising the Commission’s profile and making known the
93 Commission exists. This is a useful and necessary prerequisite for the Commission to be able to
94 make recommendations to the Council. The first meeting Commissioner Mueller mentioned no
95 one knew the Commission existed and because of the work of Commissioner Mueller and
96 Commissioner Ramundt, a few more people know the Commission exists but it is important the
97 Commission focus on what its primary role is. The Commission has a tight deadline for the
98 November joint meeting with the City Council.

99
100 Staff Liaison Garry Bowman [expressed his appreciation for the Chair’s overview of the](#)
101 [Commission’s role and duties.](#) He stated when looking at the Commission’s mission all of the
102 bullet points start [with language such as](#) review, recommend, collaborate, explore and inform,
103 and advise. There has not been a focus by the Commission to generate recommendations but
104 more of an external focus to let residents know the Commission exists. This is not what the City
105 Council is looking for. The City Council wants strategies and recommendations from the
106 Commission, [Bowman concluded.](#)

107
108 **b. Confirmation of Work Groups for Assessing 2012 Task Force Recommendations**
109 **and Consideration of New Commission Initiatives (Commissioner Gardella)**
110

111 Chair Grefenberg asked if any of the Commissioners would like to change their work group
112 assignments.

113
114 Commissioner Manke asked for a definition of what Community Outreach and
115 Council/Commission/Staff in the Community would include.

116
117 Chair Grefenberg [excused himself from the meeting](#) at 6:44 p.m., [turning the gavel over to Vice](#)
118 [Chair Scot Becker.](#)

119
120 Commissioner Theresa Gardella explained the scope for this group is from the Task Force
121 recommendations. The recommendation was that the work group narrow or expand what these
122 categories would look like.

123
124 Commissioner Ramundt stated she would like to join the Education/Awareness work group.

125
126 Commissioner Michelle Manke made a motion, seconded by Commissioner Kathy Ramundt to
127 approve the proposed work group assignments with the addition of Commissioner Ramundt to
128 the Education/Awareness work group. **The motion carried 5 ayes, 1-absent (Grefenberg)**
129

130 Chair Grefenberg returned to the meeting at 6:46 p.m. [and resumed the chair.](#)

131
132 **c. Proposed Process for Work Groups (Commission Gardella and Chair**
133 **Grefenberg)**
134

135 Commissioner Gardella reviewed the work group instructions and what would be expected from
136 each work group at the Commission meetings. She explained this would be a way for the

137 Commission to work through the 2012 Task Force recommendations. The work groups should
138 include discussion regarding what would be needed to accomplish the recommendations, who
139 else may be working on it already, determine if there is anything missing in either policies or
140 strategic recommendations, and recommend a time line for addressing the proposed
141 recommendation. Each work group will bring the information to the assigned Commission
142 meeting so the full Commission will have an opportunity to weigh in.

143
144 Chair Grefenberg stated the work groups are not a standing committee and are a short -term
145 effort to achieve the review and assessment of the 2012 Task Force recommendations and any
146 additional initiatives. The primary ~~purpose~~ focus is the 2012 recommendations but there may be
147 new initiatives that the work group may want to mention. The new initiatives need not be fully
148 detailed because the full Commission will ~~wake~~ take a look at these.

149
150 Grefenberg admitted that the schedule is aggressive and is driven by the November deadline for
151 making recommendations at the joint meeting with the City Council. The work groups that will
152 present at the September 4 Commission meeting are the Community Outreach and
153 Council/Commissions/Staff in the Community, The Council/Department – Low Hanging Fruit
154 (Operations Committee) and Education/Awareness. The October 2 Commission meeting work
155 groups will be Community Communications, Neighborhoods, and Completed/Responsibility of
156 other Commissions or Staff (Operations Committee). These are deadline dates to be included in
157 the Commission meeting packet and written reports are required.

158
159 Commissioner Becker clarified the deadline was in order to provide Commissioners adequate
160 time to review the information and prepare comments for the meeting.

161
162 Chair Grefenberg reviewed the ~~changes to pages 2-16~~ page outline which the Work Groups
163 would use in making their recommendations; it was included in ~~of~~ the packet material under
164 Agenda Item 5c. ~~The items in blue are the addition of policies or updates that have happened.~~
165 The purpose of ~~adding these~~ developing this outline was to expedite the Work Group's work.

166
167 The policies were added, Grefenberg continued, because ~~these~~ they drove the recommendations
168 and it would be within the purview of the work group that they consider ~~if~~ whether a policy
169 ~~change in the policy~~ may be needed; ~~and if so~~ this should be included in the written report to the
170 Commission.

171
172 In order to expedite the Commission's meeting next month, He Grefenberg encouraged
173 Commissioners to read this information. It would be the full Commission's role to review the
174 recommendations of the work groups.

175
176 He Chair Grefenberg distributed demographic information that had been used by the Human
177 Rights Commission for additional reference material.

178
179 **There being no expressed objection, Chair Grefenberg assumed it was the consensus of the**
180 **Commission to accept the proposed process and schedule for the work groups.**

181

182 6. CHAIR AND COMMITTEE REPORTS
183

184 a. **Chair’s Report (Chair Grefenberg)**

185 i. **City Survey on Community Issues**
186

187 Chair Grefenberg clarified this material was provided to give context of what Roseville residents
188 think about City communications and community issues. According to the survey not all
189 residents agree with the Commission on the need for civic engagement.

190
191 Commissioner Gardella asked if there was a cover sheet for the survey that outlined the number
192 of respondents.

193
194 Staff Liaison Bowman explained the executive summary and Power Point presentation, that had
195 been presented to the City Council, were available on the City’s website.

196
197 Chair Grefenberg stated that the 2010 Census information ~~that he had~~ distributed earlier closely
198 matches the demographics of the survey participants, with the exception of white people. This
199 group was smaller in the survey than in the Census. The survey shows 77% white and the 2010
200 census is at 81%. Grefenberg added this could point toward the changes that have occurred over
201 the last 4 years.

202
203 61% of Roseville residents have lived in the city less than 20-years and 40% have lived in
204 Roseville over 20-years. This points to the stability of the community. The over 20-years
205 category has increased based on the 1998 survey where it had been 35% to 40%. A majority of
206 residents have lived in the City less that 20-years; ~~and he suspects that people interested in~~
207 wanting more community involvement and engagement are those residents who have not lived in
208 the City their whole life.

209
210 There ~~is~~ are not a lot of issues with the quality of life in Roseville and this is reinforced by the
211 answer to question #6. He found it interesting in question 4 that neighborhood/housing and
212 feeling safe were at 18% and friendly people was at 28% ~~ad this~~ which is higher than shopping
213 and parks/~~trails~~. People appreciate neighborhoods and community and friendly people. ~~He~~
214 ~~clarified in question 6 only 18 people answered Roseville was on the wrong track and the~~
215 ~~percentages in question 7 were based on the answers of these 18 people.~~

216
217 Grefenberg added that 91% of respondents believe the sense of community identity is
218 “strong/somewhat strong” so there is a sense of community identity among residents ~~and this is~~
219 ~~qualified by the answers to question 9.~~ 51% of residents feel the closest connection to the City
220 through neighborhoods. This is almost two and a half times as many people get their sense of
221 community from neighborhoods than from the City, which leads him to believe that
222 neighborhoods is where ~~their~~ engagement could and should take place. This is why
223 neighborhood tools such as NextDoor are important: they ~~are building on the~~ this sense of
224 community-neighborhood connection. ~~According to the survey there appears to be a growing~~
225 ~~sense of community and this why the Commission was established.~~
226

227 Commissioner Jonathan Miller stated future surveys could be used to assess the Commission and
228 those areas that do not rank high could be viewed as areas of opportunity for the Commission to
229 increase the sense of community among residents.

230

231 Chair Grefenberg ~~stated~~ said ~~future surveys would show how effective the Commission has been.~~
232 ~~the~~ survey results do point out some opportunities. Since 59% of respondents ~~stated~~ responded
233 they have not participated in any City-sponsored park and recreation programs, this leads him to
234 believe there may be other venues, ~~which would be~~ equally important for the Commission to
235 liaison with and track. ~~They~~ Park events do not seem as important to community engagement as
236 other factors ~~like~~ such as neighborhoods. When you look at ~~some of the~~ which physical
237 improvements seem to be top priorities for the City, construction of trails connecting
238 neighborhoods ~~and parks is~~ was high.

239

240 Chair Grefenberg emphasized that 71% of respondents said they felt that if they wanted to, they
241 could have a say about the way the City runs things. Commissioner Gardella stated it would be
242 interesting to find out if these people knew how they could influence the way the City runs
243 things beyond elections.

244

245 Staff Liaison Bowman stated residents felt the City Council was accessible. Commissioner
246 Becker clarified this ~~was~~ may be a reflection of people feeling local government was more
247 accessible than state or national, and not specific to the local entity. Staff Liaison Bowman
248 ~~stated~~ commented that Roseville government has done a good job of being accessible but he was
249 not sure how many people tried to access them.

250

251 Chair Grefenberg stated what he took from ~~this~~ these responses was that people generally feel
252 they do have a say in Roseville. The cynicism prevalent nationally does not seem to have much
253 of a foothold in Roseville, and as such, any civic engagement and volunteer efforts of this
254 Commission would have a favorable climate in which to increase citizen participation. People
255 would be more open to involvement because they believe their voice would be heard. ~~and he~~
256 Grefenberg said ~~he thinks~~ this would help the Commission achieve some of its goals because
257 they would not have to deal with that cynicism of the 22%.

258

259 ~~24% of respondents felt~~ Drugs issues and youth crime/vandalism were the greatest concerns in
260 the City. Violent crime ranked low at ~~is down to~~ 2%. This points to an issue of security ~~and this~~
261 is as a high item when looking at quality of life ~~in the previous questions.~~

262

263 Question #85 asks how residents would rate the City's overall performance in communicating
264 key local issues and 72% of respondents answered good, and 19% answered excellent. Almost
265 half of the respondents use the newsletter as their primary source of information about the City.

266 ~~He~~

267 Grefenberg ~~feels~~ feels this is significant because ~~at this point in time~~ now almost half of the City
268 relies on the City Newsletter for its information, ~~and this~~ is followed by local newspapers. Four
269 times as many people rely on the City newsletter than those that rely on the website.

270

271 City Liaison Bowman clarified the percent of people who use the City website as their primary
272 source of information is up significantly from past years. Chair Grefenberg noted, however, that
273 the growth was rate was from 8% to 11%.
274

275 Commissioner Ramundt stated ~~from personal experience~~ she uses the City newsletter and local
276 paper because she does not have to be at her computer and intentionally going to the City
277 website. The newsletter and newspaper are right there.
278

279 City Liaison Bowman ~~stated~~ agreed the newsletter is a valuable communication tool even though
280 it may seem outdated. The newsletter will be expanded this fall and the layout will change.
281

282 Commissioner Ramundt stated based on the numbers this is a good opportunity for the City to
283 continue to communicate with residents.
284

285 Chair Grefenberg ~~stated~~ indicated that the topic of communication is under consideration of one
286 of the Work Groups. As such the survey results should provide direction to that Work Group,
287 since written communications with residents is significantly important at this time.
288

289 Commissioner Ramundt stated when the Commission starts looking at the website redesign and
290 its community engagement aspects ~~of this~~ the Commission would need to look at ways to get
291 people to go to the website. If there is no driving factor for people to go to the website then they
292 ~~would not~~ won't. The Commission needs to find ways to drive people to the website, she
293 concluded.
294

295 Chair Grefenberg ~~stated this is~~ responded that Ramundt made an good important ~~a good~~ point;
296 ~~and~~ he encouraged the Website Redesign Committee to incorporate this into their thinking.
297 Once the website is updated and becomes more relevant ~~to residents and~~ people will find a need
298 to ~~go to it the usage would increase~~ increasingly use it.
299

300 Staff Liaison Bowman stated the City expects this to increase due to other factors as well
301 including responsive design that will make it more appealing to hand held devices. The
302 Commission cannot look past the need for residents to have a reason to view the website and this
303 is the challenge for the Commission.
304

305 Commissioner Desiree Mueller asked if the survey was based on a percentage of the population
306 at a specific time because if the percent of the population responding was not consistent the
307 percentages could not be compared.
308

309 Chair Grefenberg explained the percentages were ~~kept~~ close especially for minorities. The 2010
310 Census and the people surveyed were almost identical.
311

312 Staff Liaison Bowman stated there is a scientific method used to determine the number of people
313 surveyed. The smaller the survey the larger the margin of error could be. There had been 400
314 people surveyed and the margin of error was less than 5%. This information could be found in
315 the Survey's executive summary ~~of the survey~~ on the City's website.

316

317 Commissioner Gardella asked what the breakdown of the respondents was. Staff Liaison
318 Bowman stated the percentages of respondents could be found in question 104. The company
319 that did the survey was happy with the demographic breakdown of the survey compared to the
320 Census breakdown.

321

322 Commissioner Becker stated it is reasonable to expect the website to be a distant third to the
323 newsletter and newspaper as a primary source of information since the newsletter and newspaper
324 are delivered to peoples' doors. The Commission needs to ~~find~~ identify reasons for people to
325 come to the website; ~~however~~ therefore the Commission cannot look at current trends alone.

326

327 Becker continued that communication modes change over time and ~~to be~~ as a visionary body the
328 Commission needs to ~~think about~~ consider this. The newsletter provides some cyclical
329 information such as shoveling around fire hydrants in the winter months but there are events that
330 occur that are not in the newsletter but they are announced on social media tools such as twitter.
331 He gets more current event information through other media channels and the City website could
332 post these update events as well.

333

334 Staff Liaison Bowman stated they are making strides in bringing forth different information
335 versus the same information year after year in the newsletter. There is a nimbleness to social
336 media that does not exist in the printed piece the City has because this is done months in
337 advance.

338

339 Commissioner Ramundt stated there should be room for both because they would target different
340 people. Commissioner Becker also suggested using one to drive the other.

341

342 Chair Grefenberg agreed and suggested this would be useful information when the Commission
343 makes a recommendation to the City Council.

344

345 Commissioner Gardella suggested another recommendation to the communication work group
346 would be to look at the non-white group and consider different communication strategies that
347 could be used ~~and still represent Roseville~~ for that Roseville demographic. She also suggested
348 ~~asking the survey questions~~ determining the specific answers of each ~~to a~~ demographic group
349 may provide an further insight ~~into these demographics~~.

350

351 Chair Grefenberg ~~stated~~ noted that question # 90 ~~asks~~ asked how effective the City News
352 publication is in keeping residents informed about city activities. One third of respondents
353 answered “very effective” and another 57% answered “somewhat effective”. There can be
354 improvements in the City newsletter, and which Staff is in the process of doing this. 44% of
355 respondents were likely to use the City website and this tells him that it would be worth the
356 Commission's time to ~~update~~ work on updating the website this.

357

358 He Grefenberg stated added that even though NextDoor ranked relatively low it was still an
359 important tool. Staff Liaison Bowman agreed, stated commenting that NextDoor is a tool for ~~the~~
360 ~~communities and neighborhoods,~~ and which the City ~~does not abuse this~~ wants to respect

361 because they do not want ~~the~~ NextDoor site to be viewed as the City’s website. But if there is
362 something the City feels the community may be interested in getting involved with, such as a
363 new playground ~~build~~, then the City would send such information to NextDoor.

364
365 Chair Grefenberg ~~stated~~ noted that social media tools such as YouTube, Facebook, and Twitter
366 all ranked low as far as things residents would use as a source of information about City
367 activities.

368
369 Commissioner Miller stated this is an area where there would be opportunities for the
370 Commission.

371
372 Commissioner Ramundt stated people don’t know it is there and that they can get information
373 from there. It is an opportunity to educate residents. Each tool will reach a different group of
374 people and it is important to determine what would be appropriate for each of these tools.

375
376 Staff Liaison Bowman indicated he considers Twitter to be more ‘newsy; ~~and~~ the City could use
377 this to send information such as meeting information but Facebook is more fun. There are
378 different strategies for each media ~~source~~ vehicle.

379
380 Commissioner Mueller stated the Commission should not write off a tool based on the
381 percentages in the survey because only 18% of the respondents were 18-34 years old. It is good
382 to make note but also to know who is answering the questions.

383
384 Staff Liaison Bowman stated there is a growth in the 55-64 year old range for social media users.
385 This is not a static category and there is room for growth.

386
387 Commissioner Becker stated the Commission should not focus on any one social media vehicle
388 but look at it as a whole.

389
390 Commissioner Ramundt stated the important thing is the City is already doing these things and
391 has some policies in place. The Commission needs to find out what is already being done and
392 making recommendations to the City Council based on this information.

393
394 Chair Grefenberg ~~stated~~ summarized his assessment as follows. The survey shows where ~~the~~
395 ~~City is~~ city residents are currently at. This is important since ~~and in order~~ to improve ~~it~~ the
396 Commission needs to know what the starting point is.

397
398 ~~This~~ Survey results ~~gives~~ provide fertile ground for engaging Roseville residents ~~in the~~ their
399 community. Roseville has a positive attitude toward ~~their~~ local government; therefore engaging
400 residents ~~in their~~ government is ~~not something that will be distasteful and is something the~~
401 ~~Commission can work with~~ achievable. ~~Some would say there is no need for more community~~
402 ~~engagement since most residence feel the city is moving in the right direction but~~ There is more
403 ~~than enough data in this survey, especially as articulated by the Commissioners tonight, to justify~~
404 a more proactive way for ~~residence~~ residents ~~to becoming~~ ing involved in their government and ~~in~~
405 ~~their~~ neighborhoods.

406
407 He ~~Grefenberg concluded by suggested~~ suggesting the Work Groups if there was use any
408 information in the survey to back up any recommendations they make ~~the work groups may have~~
409 ~~to be sure to use it.~~

410
411 **ii. Scope of Next Few Months Work**
412

413 Chair Grefenberg stated the proposed work schedule incorporates the work group assignments.
414 This is a somewhat aggressive schedule. By the October meeting, the Commission will have
415 gone through and taken a position on all of the 2012 Task Force recommendations. The
416 September agenda could tentatively include a Discover Your Park report and a meeting with the
417 Roseville Volunteer Coordinator. If the agenda is too full, then the meeting with the Volunteer
418 Coordinator may need to be moved to a later meeting.

419
420 **b. Website Redesign Committee**

421 **i. Current Update (Staff Liaison Bowman)**
422

423 Staff Liaison Bowman stated Civic Plus presented the initial design and mock-up today. Staff is
424 currently reviewing this and will be putting together their initial feedback and changes next
425 week. Once that is done and the changes have been made, then a functional demo site would be
426 available for the Commission to review. The information for the demo site would be provided to
427 all the Commissioners for them to review and provide feedback on. The project is on track for
428 launching the new website in early September.

429
430 Chair Grefenberg ~~stated~~ indicated that one of the things discussed in the Committee and also
431 ~~came up~~ raised in Commissioner Ramundt comments was marketing of the new website and
432 making people aware of it. He asked if there were any promotional or marketing plans currently
433 planned.

434
435 Staff Liaison Bowman ~~stated~~ the City would use its number one communication vehicle, the City
436 Newsletter. It would be on the front page of the September/October newsletter. The City would
437 also take advantage of other communication channels such as news releases and social media
438 over the next couple of weeks.

439
440 Chair Grefenberg clarified the CEC would not have an opportunity to approve the civic
441 engagement module for the website until at least the September 10 meeting.

442
443 Commissioner Ramundt stated there would be an advantage to getting the website out there then
444 following up a month or so later with new additions or features. This would provide another
445 opportunity to announce the website.

446
447 Commissioner Becker stated this would keep people coming and also draw new people to the
448 website. He asked if the overall timeline for the website launch was being compressed. His
449 notes show the Commission was going to have a site demo at this meeting.

450

451 Staff Liaison Bowman stated everything is on schedule. Staff was given the design and mock-up
452 today for their input. There will be changes made prior to the CEC reviewing it.

453

454 Chair Grefenberg recalled there being some discussion at the June meeting that many of the
455 Commissioners wanted a site demo. He stated this is an important enough exercise to have a
456 separate meeting, in which Commissioner are invited to see [participate](#) in the site demo and as a
457 group make recommendations or changes.

458

459 Commissioner Becker agreed the CEC could hold a special meeting and notice it for the public.

460

461 Commissioner Gardella asked what the Commission would be providing feedback on. She asked
462 if they would be able to make design changes or content changes only. She did not feel a special
463 meeting would be needed.

464

465 Commissioner Becker shared Commissioner Gardella's concern about the timing of the input the
466 Commission could provide. He thought the Commission would have more time for input and be
467 more involved in the [web](#) design.

468

469 Staff Liaison Bowman stated if there was something the Commission determines was overlooked
470 or is vital for the website then it may be possible to make these changes but design changes
471 would not be possible.

472

473 Chair Grefenberg stated it would be appropriate for the Commission to be at the table at least
474 once to review the website.

475

476 Staff Liaison Bowman stated when the website is fully functional the Commission would have
477 an opportunity to provide feedback.

478

479 Chair Grefenberg suggested a meeting of the Website Redesign Committee and notice it so other
480 Commissioners could attend, for the sole purpose of having a website demo and discussion.

481

482 Staff Liaison Bowman suggested Commissioners look at the site demo before meeting so they
483 are able to prepare their feedback and questions.

484

485 **Chair Gary Grefenberg made a motion, seconded by Commissioner Michelle Manke,** to
486 request the Department Administrator provide a demo of the website for the Commission to
487 review at a subsequent meeting of the Website Redesign Committee and to have this meeting
488 noticed and open to all Commissioners with recommendations to be provided to Staff Liaison
489 Bowman.

490

491 Staff Liaison Bowman stated he would not be able to provide a date when the demo site would
492 be available and due to a fast time line, it may not be possible for the Commission to have a full
493 meeting.

494

495 Chair Grefenberg stated it is a Committee meeting and as such, three working days notice is all
496 that is required, which is achievable. He asked if the Commission would be reviewing the same
497 site as Staff.

498
499 Staff Liaison Bowman explained the Commission would be given a fully functional demo site to
500 review and this would include the changes that Staff is recommending. If the demo site changes
501 are not completed, he would provide a JPEG of what the design changes would be.

502
503 Commissioner Ramundt asked who has reviewed the site.

504
505 Staff Liaison Bowman stated an internal [staff](#) committee has been working on this and they are
506 the only ones that have seen the initial mock-up. This committee is currently looking through
507 the site and recommending changes. Once these changes have been made then a functioning
508 demo site would be available.

509
510 Commissioner Ramundt asked if there was a plan to let residents who are not part of the design
511 process to see the site and provide feedback to know if the site is usable. [She stressed that this](#)
512 [inclusion of regular residents in testing the site was critically important.](#)

513
514 ~~Staff Liaison~~ Bowman stated there are a few Roseville residents who have been contacted but
515 there is no plan to mass test the site for feedback.

516
517 Commissioner Ramundt recommended this be a final step prior to rolling out the new website.

518
519 **Commissioner Kathy Ramundt made a [substitute](#) motion, seconded by Commissioner**
520 **Jonathan Miller**, to recommend, before the City's website is implemented, that the site be
521 reviewed by a sampling of Roseville residents for feedback regarding usability and content.

522
523 Commissioner Manke ~~clarified~~ [asked if](#) the Website Redesign Committee set up by the CEC and
524 the City's website committee are not working on the website together ~~and~~ [or was](#) the actual
525 redesign of the website ~~has been~~ [being](#) done by City Staff.

526
527 [Commissioner Becker reviewed the Website Redesign Committee actions to include forming a](#)
528 [rough plan as reviewed in the June meeting and which corresponds to the project plan provided](#)
529 [by CivicPlus. He stated he felt that some of those milestones were missed.](#)

530
531 Commissioner Ramundt expressed concerns that the CEC has not had the input they felt they
532 would have in the design of the website. She asked Commissioner Becker if he would
533 recommend requesting more time for the Commission to review the website design.

534
535 Commissioner Becker stated based on the information [presented tonight](#) the CEC would not be
536 able to make [significant](#) design changes ~~at this~~ [within the allotted](#) time and any recommendations
537 or changes that are requested may not be completed by the September 4 launch deadline.

538

539 Commissioner Mueller stated if the Committee meeting is noticed then the public would be
540 invited to voice their opinions as well. The Commission should have an opportunity to review
541 the website and provide feedback since this ~~was~~ had been the plan since the beginning.

542

543 **Commissioner Ramundt withdrew her substitute motion.**

544

545 Commissioner Miller asked if there were plans of getting input from a wider spectrum of the
546 community or if there would be a way for them to submit bugs or make suggestions.

547

548 Staff Liaison Bowman stated all of the web pages have been gone through and they are not
549 migrating content form other platforms so there should not be any bugs that have not already
550 been addressed. There is a testing process going on to verify this.

551

552 **Commissioner Miller withdrew his second to Commissioner Ramundt’s motion.**

553

554 Commissioner Ramundt asked what mechanism the CEC would use to make its
555 recommendations.

556

557 Staff Liaison Bowman stated all of the CEC recommendations on this topic should go to him. If
558 there are things the City missed then Staff would work to get those things added.

559

560 Chair Grefenberg stated he liked the idea of the Commissioners reviewing the demo prior to the
561 meeting in order to prepare their questions and feedback.

562

563 **At this time the Chair dropped his main motion and asked if it was the consensus of the**
564 **Commission to have a Website Redesign Committee meeting open to the public for the purpose**
565 **of providing a demo of the website for the Commission to review, and to have this meeting**
566 **properly noticed and open to all Commissioners with recommendations and with feedback to be**
567 **provided to Staff Liaison Bowman. The purpose of the meeting is to provide Staff Liaison**
568 **Bowman with feedback on the demo website. There being no objection the Chair ruled that**
569 **this was the decision of the Commission.**

570

571 **ii. Current Status of Committee Work (Vice-Chair Becker)**

572

573 Commissioner Becker stated the Committee met to discuss the process for going forward with
574 the Community Engagement module. The Committee discussed how they would analyze and
575 rank the three (3) vendors that are currently on the table. The Committee developed a list of
576 criteria to use to evaluate the vendors and the method for weighting of those criteria will be
577 determined in order to establish ranking. The plan is to have a mini RFP and ask each vendor
578 how their tool meets the criteria, sample sites, and any additional information about their tool.

579

580 Chair Grefenberg clarified all vendors would submit cost information as well.

581

582 Commissioner Becker stated once the information is evaluated the Committee would be able to
583 make a recommendation to the Commission for additional discussion and this ~~would~~ could be on
584 the September agenda depending on the timeliness of vendor responses.

585
586 Staff Liaison Bowman stated because there is a cost involved the recommendation would have to
587 be approved by the City Council.

588
589 Chair Grefenberg stated it would depend on the ~~set~~ cost. His understanding is the Council need
590 not take action on anything costing less than \$5,000 and based on the range he has heard this
591 would be significantly less than that.

592
593 Commissioner Becker stated the Commission could decide if they want the City Council
594 approval as well.

595
596 Staff Liaison Bowman stated if the Commission wanted the City Council to review this then it
597 would need to get on their agenda.

598
599 Chair Grefenberg ~~stated~~ said he did not believe it would need to go to the Council, assuming the
600 cost estimates are ~~within~~ under the cost threshold requiring Council approval. He suggested the
601 Council's review of the main website ~~is~~ was more important. If Staff Liaison Bowman is not
602 comfortable proceeding under the agreements that have been in place for years for items less
603 than \$5,000 then it ~~should~~ could be added to the Council's agenda.

604
605 Staff Liaison Bowman ~~stated~~ indicated he was raising this issue based upon the Commission's
606 previous discussion that evening that the ~~scope of the~~ Commission is a recommending body, not
607 an action body. He asked if this would be something the Commission should be recommending
608 rather than implementing.

609
610 Chair Grefenberg ~~stated~~ indicated the Commission could discuss at their September meeting. He
611 ~~stated~~ concluded this portion of the meeting by reporting to the Commission that Commissioner
612 Becker was had been ~~elected~~ the lead for the Website Redesign Committee.

613
614 **c. Outreach & Communications Committee (Commissioner Manke)**

615 **i. Talking Points for Commissioners**

616
617 Commissioner Manke stated that five (5) talking points were put together referencing
618 information that was already out there. She asked if the Commission agreed with these and if
619 they were an appropriate combination for Commissioners to use when talking with people.

620
621 These talking points were as follows:

622 Q: What is the Community Engagement Commission?

623 1) We are a newly formed city commission with 7 commissioners all from the City of
624 Roseville.

625 2) *Our function is to develop a process and a culture that encourages city*
626 *government, residents and neighbors to work more closely together.*

627 3) *We will identify and establish partnerships and alliances with business,*
628 *government, education, neighborhoods and other civic groups that are productive and*
629 *mutually beneficial to our community.*

630 4) *We will develop strategies for engagement, civic communications and*
631 *volunteerism, serving advisor to the City Council on behalf of its stakeholders.*

632 5) *We will develop creative and inclusive ways to involve all of Roseville in civic*
633 *governance.*

634
635 Chair Grefenberg stated these were created in part to meet the need for consistency in what the
636 Commissions mission was. He asked if these would be considered guidelines for people to
637 follow or if they needed to be used exactly as written.

638
639 Commissioner Manke explained these would be guidelines and Commissioners could find their
640 own words to convey the information.

641
642 Chair Grefenberg stated since this was a Committee recommendation the Commission should
643 take action on it. His understanding was Committee recommendations do not need a second and
644 the aforereferenced five talking points were ~~this is~~ the Committee's motion to recommend
645 approval of the five (5) talking points as general guidelines for introducing the Commission to
646 friends, family, and neighbors.

647
648 Commissioner Mueller pointed out that the Commission is an advisory Commission not an
649 action Commission. She asked if this was captured in these points.

650
651 Commissioner Manke stated the fourth bullet states we will develop strategies for community
652 engagement, civic community communication, volunteerism, and serve as advisors to the City
653 Council on behalf of its stakeholders.

654
655 Commissioner Gardella suggested the scope of the Commission be consistent with the points and
656 reflect the same language and use words like *recommend, advise, and review* instead of *establish*
657 *and develop*.

658
659 Chair Grefenberg ~~clarified~~ said he thought Commissioner Gardella was requesting, prior to
660 Commission approval, that language be added ~~that is~~ consistent with the City Ordinance relating
661 to the Commissions role of recommending and advising the City Council. He stated there would
662 be a way around having to make the changes prior to approval if the maker of the motion and the
663 other members of the Committee are comfortable with it. The Commission can approve it with
664 the addition of language on the Commissions role in recommending and advising the Council.
665 ~~Looking at the Commissions purpose this language can be incorporated.~~

666

667 Commissioner Gardella preferred the changes remain the work of the Outreach and
668 Communication Committee if the Commission feels it needs to be rewritten.

669
670 Chair Grefenberg did not believe it needed to extensively rewritten. He asked if it could be left
671 to the Committee to add language that models the language in Meeting Packet Agenda Item 5a,
672 page 1. He stated ~~the~~ a Committee motion with ~~the~~ amendments was still in order ~~and~~ so the
673 Commission would not have to meet on it again.

674
675 Commissioner Ramundt suggested using simpler language since the language used was off-
676 putting when used in regular conversation. Commissioner Miller ~~stated~~ responded that the
677 Committee's thought was not to use this particular language verbatim but more as a guideline
678 when talking about the Commission.

679
680 Commissioner Becker asked what the Commission was taking action on and what the
681 Commission would be agreeing to do by approving this. ~~Commissioner~~ Committee member
682 Manke ~~stated~~ replied this was just to help with the understanding of what the Commission was
683 ~~here to be~~ doing and providing a clear and consistent message about the Commission when
684 discussing it with members of the community. These are all points the Commission wants
685 people to know about it.

686
687 Commissioner Becker clarified he understood the purpose of the points and what they said, but
688 he does not understand what he would be saying aye or nay to when he votes.

689
690 Commissioner Manke stated he would be saying aye or nay to these five (5) points reflecting the
691 message Commissioners want to convey to members of the community.

692
693 Chair Grefenberg ~~stated~~ volunteered that there would be more talking points as the Commission
694 matures. This is meant as an introduction that the Commission can make to friends, family, and
695 neighbors and since they are guidelines Commissions can use their own language to convey the
696 messages.

697
698 Commissioner Becker ~~clarified~~ said he would be ~~agreeing~~ agreeable to use something like these
699 points when talking to someone about the Commission, but he also understood that these talking
700 points were fungible and all did not have to be articulated in every Commissioner conversation.
701 He stated these would be good to use in marketing material such as a brochure.

702
703 Commissioner Mueller suggested changing the language in the first bullet to include
704 Commissioners are residents of the City and volunteers.

705
706 Chair Grefenberg suggested changing the first item, if it is agreeable to the maker of the motion,
707 the Committee, to read “We are a newly formed City Commission with 7 volunteer
708 Commissioners, all residents in the City of Roseville.” Then add “we serve as advisors to the
709 City Council” and do not add this to the fourth bullet. The Committee also agreed to add
710 language to bullet four that reflected the City Ordinance and the language used on page 1 of
711 Meeting Packet Item 5.a.

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All three committee members present agreed with the revisions above.

There being no further discussion, the motion as revised and agreed to by the Outreach and Communications Committee was called to a vote. The motion carried unanimously.

ii. Preliminary Audience Analysis Grid

~~Commissioner Becker left the meeting at 8:26 p.m.~~

Commissioner Manke asked the Commission to review the audience grid. She clarified that different audience groups would have different methods of communication and it would be helpful to have an understanding of this **when** going through the Task Force recommendations and developing strategies.

~~Commissioner Becker reentered the meeting at 8:29 p.m.~~

7. OLD BUSINESS

There was no old business.

8. NEW BUSINESS

There was no new business.

9. STAFF REPORT

a. Upcoming Items on Future Council Agendas

Staff Liaison Bowman stated there were no items coming up on the City Council agenda that pertained to community engagement.

b. Other Items

There were no additional items.

10. COMMISSION COMMUNICATIONS, REPORTS, AND ANNOUNCEMENTS

Commissioner Ramundt reviewed the four volunteer opportunities with the Parks and Recreation Commission. Saturday, September 6, there would be a playground build at Langton Lake Park, they are looking for volunteers to help remove buckthorn and other invasive species from the City's parks this fall, they are looking for volunteers for the Wild Rice Festival on Saturday,

757 September 13, and the Halloween Spooktacular is on Saturday, October 25. Anyone interested is
758 encouraged to contact Kelly O'Brien at 651-792-7028.

759
760 Staff Liaison Bowman stated there was also a volunteer opportunity page on the City website.

761
762 Commissioner Gardella explained there was a list of volunteer opportunities in the new
763 Community Ed catalog as well.

764

765

766 **11. COMMISSIONER-INITIATED ITEMS FOR FUTURE MEETINGS**

767

768 Chair Grefenberg stated the upcoming agendas are full. He asked if there were any other items
769 the Commissioners would like to see added.

770

771 There being none the Chair moved on.

772

773

774 **12. RECAP OF COMMISSION ACTIONS THIS MEETING**

775

776 ~~Commissioner Becker suggested the work groups self organize after the meeting since they~~
777 ~~would soon have items on the upcoming agendas.~~

778

779 Vice-Chair Becker recapitulated the follow-through necessary based upon tonight's Commission
780 actions. Three of the Work Groups have deadlines for including reports on their
781 recommendations for Commissions policies and strategies. The Website Redesign Committee
782 has a number of action items it would be responsible for related to the Community Engagement
783 module for the website. Staff Liaison Bowman will forward the demo website information to the
784 Commissioners to preview and the Website Redesign Committee will then schedule a meeting
785 and notice this to the public for the Commissioners to meet to discuss the website.

786

787 Commissioner Gardella ~~stated~~ added that the Outreach and Communications Committee would
788 be responsible for ~~updating~~ revising the five (5) talking points as amended.

789

790

791 **13. ADJOURNMENT**

792

793 **Commissioner Scot Becker made a motion, seconded by Commissioner Jonathan Miller to**
794 **adjourn. The motion carried unanimously.** The meeting was adjourned at 8:35 p.m.

795

796

797 Revisions GRG

798 Revisions SAB

1 Work Group F (aka 'Low-Hanging Fruit') Recommendations

2
3 Operations Committee Members Scot Becker, Gary Grefenberg, and Theresa Becker

4 **Note: Items blocked in red are the core policy and strategic recommendations on which the**
5 **Commission should take action.**

6
7 **Instructions & Questions Addressed**

- 8 1. Should the 2012 policies and strategic recommendations stay?
9 2. Should any be revised?
10 3. What's needed to accomplish this?
11 4. Is there anything missing, both in the policies and strategic
12 recommendations?
13 5. What's the suggested timeline for addressing these?

14
15 **F. COUNCIL/DEPT. – LOW HANGING FRUIT**

16 **2.0 Policy: Increase Effective Public Participation in City Council and**
17 **Commissions.**

18 **2.1 Policy: The City should foster public participation at both the Council and**
19 **Commission level.**

20 **RECOMMENDATION: KEEP as policy statements**

21 2.1.b: Formalize Encourage future councils to continue the current mayor's practices of recognizing
22 members of the public in city council meetings and asking if there is any public comment after each
23 substantive decision item is presented by staff and prior to discussion and final vote. This will help
24 ensure that future mayors and councils follow this example of inviting public participation.

25
26 **RECOMMENDATION: REVISE as indicated above, and KEEP as a strategic**
27 **recommendation.**

28
29 **SUGGESTED TIMELINE: Incorporate into recommendations dealing with Uniform**
30 **Commission Standards now so these recommendations can be presented to the**
31 **Council whenever it deals with this topic.**

32 2.1.c: Have commission meetings follow these same rules and procedures as the city council, and as
33 described above.

34 *Included in position taken by CEC at its first meeting in May.*
35

36 RECOMMENDATION: KEEP as a Strategic Recommendation. No need for any action
37 since it was approved by the Commission last May.

38
39 SUGGESTED TIMELINE: Contingent upon when Council takes up the Uniform
40 Standards for Commissions.

41
42 ANYTHING MISSING? The practice of a few Commissions does not make clear that
43 public input can occur during its meeting. Once approved by the Council, the City
44 Manager should advise all Commissions to provide for public comment before and
45 during its meetings. Public comment during a meeting should occur before a
46 Commission takes action on an agenda item.

47
48 Also as currently written this strategic recommendation does not include the
49 Housing and Redevelopment Authority's Board. The Commission may wish to
50 consider including this board in its recommended strategies.

51
52
53

54 2 addl 2 Other: Direct contact info for each commission and its leadership on it web page and printed
55 materials such as Brochures. (CEC adopted 05-08-2014).

56 *Every application for a Commissioner position includes the following statement: Under state law Commissioner's
57 names, addresses and either a phone number or an electronic address are public information.*

58 RECOMMENDATION: REVISE and ADOPT this new strategic recommendation and
59 ADD to our 2014 Recommendations. Incorporate into our Uniform Standards for
60 Commissions.

61 Note that the City Council thought this item was significant enough to add it to the
62 City Manager Goals for 2014. (July 14, 2014, City Council action.)

63 SUGGESTED TIMELINE: Contingent upon when Council takes up the Uniform
64 Standards for Commissions
65

66 **2.2 Policy:** The City should widely publicize openings on all commissions and ad
67 hoc advisory groups, and encourage residents to apply. The City should also

68 [consider adding some schedule flexibility to the interview process so more residents](#)
69 [can be interviewed.](#)

70 RECOMMENDATION: Add the underlined sentence above to Policy 2.2 as originally
71 written and ADOPT as Commission policy.

72 2 addl 3 Other ~~Tweak~~ [In so far as feasible](#) improve the Commission interview process to make certain
73 applicants are aware of interviews and consider providing alternative dates if necessary. [Also prior to](#)
74 [interviews Commission web sites should be updated to make sure the information remains relevant and](#)
75 [the time commitment required of a Commissioner is clear.](#)

76 2 addle 4 Other [Explore alternative methods to reach minority groups and others who are not normally](#)
77 [involved in civic affairs.](#)

78 RECOMMENDATION: Revise and KEEP above strategic recommendations above.

RECOMMENDATION:

ADD NEW POLICY:

2.x Policy: The City should provide opportunities for residents to learn about Commissions.

ADD NEW STRATEGIC RECOMMENDATIONS:

2.x.1: Prior to the annual announcement of Commission openings or at the same time, the City and the Commission should sponsor an open workshop to learn about Commissions, how and why they operate, the role of individual Commissioners, and other information on Commissions, general and specific.

2.X.2: The organization and scheduling of this workshop should be closely coordinated with Staff so that the Workshop itself should be seen as an integral part of the City's process of advertising and filling Commission vacancies.

ADD SUGGESTED TIMELINE: Planning and concurrence of staff and Council should be achieved by the end of February, 2015, so this workshop can be seen as a pilot project incorporated into the spring process for filling Commission vacancies.

79 **2.3 Policy:** The City should develop and enforce an absence policy for
80 commissions.

81 2.3.a: Request staff report to the City Council when any commissioner misses more than four meetings
82 in a rolling twelve month period, or for those few Commissions who meet less often an equivalent
83 maximum of missed meetings.
84

85 RECOMMENDATION: REVISE and KEEP. Revisions indicated above.

86
87 SUGGESTED TIMELINE: Contingent upon when Council takes up the Uniform
88 Standards for Commissions.

89
90 ANYTHING MISSING? We may need to clarify that the current practice of some
91 Commissions of allowing excused absences will not be allowed if this
92 recommendation is accepted by the Council.
93

94 It may important be important to note that our recommendation does not state that
95 a Commissioner missing more than the maximum will be removed from office, only
96 that staff will report to the Council; thus the final decision remains with the Council,
97 the original body who made the appointment.
98

99 Also as currently written this strategic recommendation does not include the
100 Housing and Redevelopment Authority's Board.
101

102 Finally, as currently written this strategic recommendation does not include the
103 Housing and Redevelopment Authority's Board. The Commission may wish to
104 consider including this board in its recommended strategies.

105
106
107

108 2 addl 1 Other: In so far as possible staff to advise Commissions on items on Council agenda which fall
109 under their purview according to City Ordinance. (Adopted by CEC 05-08-2014)

110 RECOMMENDATION: ADOPT this new strategic recommendation and ADD to our
111 2014 Recommendations on Uniform Standards for Commissions.

112 SUGGESTED TIMELINE: Contingent upon when Council takes up the Uniform
113 Standards for Commissions

114 ANYTHING MISSING? Possibly a brief rationale to the effect that a Commission
115 function is to serve as an advisor to the Council, and as such it requires advance
116 notice of a Council's deliberations in order to give timely advice.
117

118 **4.0 Policy:** Provide Public Participation Support, Training, ~~and Resources, and~~
 119 Recognition

120 RECOMMENDATION: REVISE by including *Recognition* in the Policy Statement, and
 121 ADOPT.

122 We recognize and appreciate that this year City Staff and Council have provided
 123 more support and training to new Commissioners than previous administrations.
 124 The orientation session for new Commissioners and the materials then-provided, as
 125 well as the City Attorney's briefing of new Commissions, were examples of this
 126 renewed attention to the role of City Commissions.

127 Consideration should now be given to the last part of this policy statement:
 128 Providing the Resources and **Recognition** of Commissions and Commissioners.

129 4 addl1 Other: The City should consider other ways of recognizing and honoring its Commissioners, such
 130 as each year the City should hosting a picnic for all commissioners and staff liaisons, possibly in
 131 connection with Rosefest.

132 *Rationale: Currently Commissioners are only honored by the Council after their term is over or when they resign.*
 133

134 RECOMMENDATION: REVISE and ADOPT this new recommendation. Revise by
 135 broadening strategic recommendation to include possibly other ways of recognizing
 136 the City's commission volunteers.
 137

138 Over the past year there has been a noticeable effort at increasing the City's
 139 recognition of the value of Commissioners, such as Council members swearing in of
 140 new Commissioners and Council referrals to Commissions before they take action
 141 on some proposals. This asking for Commission advice itself may the most
 142 important reinforcement for Commissioners in fulfilling their duties.
 143

144 SUGGESTED TIMELINE: Since this recommendation may not be suitable for Council
 145 consideration as part of the Uniform Standards for Commissions, its forwarding to
 146 the Council could await further study and consideration of other means of
 147 reinforcing and recognizing the volunteerism of City Commissioners.

148 4 addl 1(2) Other: Reimburse Commissioners for direct costs incurred by them ~~in printing and paper, not~~
 149 ~~travel~~ in the performance of their duties in the same manner and rates as City employees.
 150

151

152
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156

Composite Recommendation:

DEFER CONSIDERATION until next year when a comprehensive study of ways to provide resources and recognition to Commissions can be implemented.

157 **6.0 Policy: Enhance Website and Electronic Communications.**

158 6.4.b: Automatically forward messages sent to the City Council's single email account to these new
159 public addresses for council members. *[Already done for Council members.]*

160 RECOMMENDATION: ACHIEVED. REMOVE from 2014 listing of policies and
161 recommendations.

162 6.4.c: Create a group email account for each commission and automatically forward messages sent to
163 each commission to the respective commission members. *[Already done for Commissions.]*

164 RECOMMENDATION: ACHIEVED. REMOVE from 2014 listing of policies and
165 recommendations.

166

167 6 addl 1 Other: Allow each Commission control over their web page and Facebook entries, with proper
168 disclaimer and controls for elimination of whatever staff worries about. [If necessary include a disclaimer](#)
169 [and/or a time lag for Staff Liaison review.](#)

170

171 RECOMMENDATION: REVISE and ADOPT, adding this to our 2014 recommended
172 strategies.

173 Commissions should be trusted with their own web page and Facebook postings.
174 The web page and Facebook design would follow the format of the new web design.
175 If deemed necessary by staff, safeguards such as outlined above can be added.
176 This would be another example of changing the culture at city hall, emphasizing
177 collaboration rather than control.
178

179 SUGGESTED TIMELINE: Incorporate this into a new more comprehensive set of
 180 recommendations focused on ways the city can provide resources and recognition
 181 to commissions; with the city redesigning its website this would be an opportune
 182 time to allow, and consequently promote, each commission having input into their
 183 public outreach and messaging.

184 ANYTHING MISSING? Question: Who on the CEC would be responsible for keeping
 185 this updated and “fresh”?

186 RESPONSE: This detail can—and probably should because of lack of time--be
 187 worked out later. My current assumption, pending Commission discussion, is that
 188 the Commission will delegate this to the Chair, the Commission’s spokesperson, or
 189 select someone or a committee to keep it updated and fresh. With Communications
 190 Manager Garry Bowman as our staff liaison this should expedite the process.

191

192

193

194 7.2.c: Create and publish a policy for staff to respond to residents’ requests and comments within ~~2~~
 195 three (3) business days/, and where applicable, include in staff response ~~inform~~ information residents of
 196 any relevant Roseville mailing (or emailing) lists ~~they~~ a resident can join for updates on issues of
 197 concern.

198

199 RECOMMENDATION: REVISE and KEEP. The change to three business days seems
 200 more realistic to me than two. Of course this is a judgment call.

201 The last part of this two-part strategic recommendation is badly written. After
 202 reviewing the Task Force background on this item I am suggesting the above
 203 revisions to clarify its intent.

204

205 WHAT’S NEEDED TO ACCOMPLISH THIS: The first part (*staff to respond to*
 206 *residents’ requests and comments within 2 business days*) is not a policy in so far
 207 as I know. We should therefore recommend to the Council that it issue a policy
 208 statement to this effect, once we have decided on the question of two or three
 209 day’s response time.

210

211 If the website’s community engagement module is added to the new website it
 212 should include a means for residents to track the current status of any question or
 213 comments, and which department has the responsibility for responding. This,
 214 however, will not address the issue of residents without e-mail who chose another
 215 method for contacting staff.

216

WORK GROUP B: EDUCATION/AWARENESS

Participants: Kathy Ramundt and Theresa Gardella

(revised recommendations as of September 5, 2014)

These are the results of our review of the recommendations assigned to this work group.

Assign to another work group:

We propose that the following recommendation be assigned to Work Group G (Completed /Responsibility of Other Commissions):

- 4.3.b.ii Expand on its successful Roseville U program by offering a “graduate” course that focuses entirely on the city’s budgeting process, as this is critical information for engaged citizens to understand.

Revised Recommendations:

There were multiple recommendations related to trainings. We propose the replacing these with new recommendations. We propose that the following recommendations be replaced:

1.1 Policy: The City should work to enrich and strengthen civic engagement at city hall, and encourage employees and elected officials to appreciate civic engagement as an asset.

- 1.1.d Sponsor an annual training/conference on the latest trends, technologies and tools used to engage citizens. City staff and residents should jointly plan and publicize the event, and be encouraged to participate.

Policy 4.2: The City should invest in civic engagement training for public officials and city staff to foster a climate of public participation.

- 4.2.a Offer periodic (annual at a minimum) training to city officials and staff on civic engagement principles and best practices, including leadership and public participation

Policy 4.3: the City should develop educational and information resources for citizens to learn how best to participate in civic issues.

- 4.3.a Expand on the information available to citizens re: how a city council and/or commission meeting is run and what procedures citizens need to know in order to testify. This may be in the form of a “howto” video tutorial sharing some basic information, such as how to sign up for email alerts, how to locate the agenda on the city’s website, how to prepare your comments for public testimony, etc. [Some of this has already been achieved, such as the printed materials available at the entrance to the Council chambers and the Planning Commission’s web site.]

Roseville University

- 4.3.b.i Expand on its successful Roseville University program by offering collaborative workshops specifically focused on civic engagement for residents both new to and seasoned in public participation.

- 4.3.b.iii Expand on its successful Roseville U program by offering more flexible scheduling or informal one evening seminars so that individuals who can’t make the full seven-week commitment can still participate.

We propose these new recommendations for consideration by CEC:

1. Host annual training/conference on the latest trends, technologies and tools used to engage citizens. City staff plan and publicize the event, in collaboration with CEC.
 - Meet with city staff before the end of 2014. Commit to a date for the first training to be held in 2015.
2. The City should develop and/or strengthen opportunities for residents to learn and participate in the civic process, including Roseville U.

- In 2014 meet with city staff to determine current opportunities or resources, and do external research on other cities efforts.
- Present recommendations for implementation in 2014.

Work Group A & E: Community Outreach & Council/Commissions/Staff in the Community

Participants: Desiree Mueller and Kathy Ramundt

These are the results of our review of the recommendations assigned to this work group.

Assign to another work group:

We propose that the following recommendation be assigned to Work Group C (Community Communications):

7.2.d Reinstate the "Welcome Packet" for new residents of Roseville and Incorporate information needed to foster volunteerism and effective civic engagement in the "Welcome Packet". If printing costs are prohibitive, the city might offer these resources online and provide a postcard to new residents inviting them to visit the web link or request a printed packet.

We propose that the following recommendation be assigned to Work Group G (Completed /Responsibility of Other Commissions):

7 addl 1 Other: Establish communication links with Condos and Senior Residences.

Revised Recommendations:

There were multiple recommendations related to Community meetings. We propose the replacing these with new recommendations. We propose that the following recommendations be replaced:

2.0 Policy: Increase Effective Public Participation in City Council and Commissions

2.1 Policy: The City should foster public participation at both the Council and Commission level.

1.1.b Host two or three general community meetings per year in various locations (outside of city hall) to talk with citizens about issues of concern, update citizens on upcoming events and development proposals, and build trusting relationships within the community. We encourage the city to seek cosponsors for such meetings if there are neighborhood associations in those areas.

4.1.c Provide opportunities for City staff, council members, and commissioners to discuss key issues with citizens, including the City's progress on increasing civic engagement (such as occurred at the March 13, 2012 Task Force meeting with City Manager Bill Malinen and City Planner Bryan Lloyd).

7) Enhance Overall City Communication

7.1 Policy: The City should go beyond the legal requirements for public notification and provide information on issues critical to Roseville's development

7.1.a Organize/host an open house or community meeting for projects that pose issues of substantial community or neighborhood-wide impact to engage in dialogue before the Council or any commission takes any formal action. This would allow the city or commission to explain the project, answer any questions, identify pros and cons, and get a feel for residents' viewpoints.

7.1.b Aggressively communicate these open house opportunities meetings in local media, as well as through existing communications systems and networks.

We propose these new recommendations for consideration by CEC:

1. The City Council will hold one regularly scheduled town hall style meeting each year, with topics solicited from the eight Commissions.
 - The town hall style is intended to allow for give and take between the City Council and residents.

- Topics would be solicited from Commissions because the commissions should be in aware of what is happening within the city their areas of expertise and this would provide opportunity to include a broad spectrum of topics. The City Council and Commissions may also choose to solicit topics from residents.
 - The meeting would be regularly scheduled so residents will have confidence that this will be an ongoing opportunity.
 - If it is possible, and practical (e.g. accessible and complies with any meeting requirements), the meetings should be held at varying sites within the community to foster the impression that the meetings are part of the community as a whole.
 - Together with City Staff, the CEC would be responsible for coordinating the meeting.
 - The first meeting would be held in 2015.
2. Each Commission will be encouraged to hold community meetings.
- This will set the expectation that each commission has responsibility to interact with the community.
 - This will increase the number and variety of community meetings held each year.
 - The commissions will be aware of topics which are timely and of greatest interest to the community.
 - Unlike the City Council Town Hall meeting, these meetings will be focused on each commission’s mission to allow more in depth discussion.
 - This will increase awareness of the existence and purpose of the Commissions.
 - The CEC would be responsible coordinating the scheduling of the meetings. If possible, and practical the meetings will be scheduled at various sites within the community.
 - CEC will advise and support the other Commissions as to the format and content of the meetings.
 - The CEC will make recommendations as to the number of frequency of these meetings.

Remove. No further action required:

We recommend that no further action be taken on this recommendations

- 2.1.a Schedule occasional city council and commission meetings in neighborhoods provided that meeting locations are well publicized, ADA-compliant, and accommodate cable television coverage.
- **The structure of city council and commission meetings are not effective method to foster participation, and complying with the meeting requirements would be difficult.**

Completed as a duty and function of CEC:

We are pleased to report the following recommendations have been addressed by the City Council through the creation of the CEC. These recommendations are part of the ongoing duties and functions of the Commission:

- 1.1.c Recognize and reach out to the changing demographics of Roseville (increasing communities of color, aging population, and other marginalized groups) in order to understand how best to keep them informed and involved.
- 2.2.b Pursue outreach efforts aimed at underrepresented groups.
- 7.1.c Encourage staff to consult with community and neighborhood leaders on issues critical to Roseville’s development.
- 5.1.c Work with Nextdoor.com or other appropriate non-profits to find ways to include residents without computer access in community-building and communications.

Completed as part of City Council actions:

We are pleased to report that these two recommendations have been completed through actions taken by the City Council:

- 1.1.a.i Continue its practice of forming resident task forces to assess significant issues and make recommendations to the city council or city manager.

- **In 2014, the City Council has recently created two new commissions, for a total of 8. The commissions are intended to fulfill this function, and they can recommend formation of a task force if needed to support their work.**

4.1.b Create a new city executive position to support volunteerism and effective public engagement across all departments. This position would direct and coordinate volunteer opportunities and neighborhood and community relations; he/she could develop procedures and methods to provide clear and consistent two-way communication between city government and residents and businesses (improve communication and find opportunities for more effective civic engagement). We recommend that this position report to the City Manager and Council.

- **In 2014, the City hired a Volunteer Coordinator and the City Council created the CEC which is tasked with public engagement.**

ROSEVILLE

City News



September/October 2014

City set to launch redesigned website

The City of Roseville's home in cyberspace is getting a new look. In early September, Roseville will flip the switch on a completely redesigned version of its cityofroseville.com website.

Though the web address will remain the same, users will notice a dramatically improved experience. The new site combines the latest design standards and technological advancements to give you an easier, faster, and more intuitive way to access information.

For the growing number of people who get to the website using mobile devices, the new website also includes responsive design technology, which adjusts the layout and design for the best handheld experience.

"It has been clear for some time that the old website was not meeting the needs of our community on a number of levels," City Manager Pat Trudgeon said. "The site not only needed a refreshed look, it also needed to be easier to navigate and provide visitors with a clearer way to find information. This redesign is a much needed step forward."

The current website debuted in 2007 and was an upgrade on the city's original website, which was brought online in 1996.

One of the goals of the redesign was to make the most important information more accessible to users. To accomplish this, several analytical studies were conducted to find out which information attracted the most attention and whether what users were interested in varied at different times of the year.

The analyses lead the City to focus on a flexible design that allows the most highly sought after information to be featured on the website's front page.

The visual appeal of the website and making it more compatible with the City's social media channels – Facebook, Twitter, YouTube, and LinkedIn – were also key objectives of the redesign process.

Moving forward, **the City's communications staff, in conjunction with the Community Engagement Commission, plans to incorporate a two-way civic engagement module** to give residents a convenient way to provide input on city issues and interact with City staff and elected officials.

The City Council green-lighted the redesign proposal in April, and work on the project began in May. The design work was done by Kansas-based CivicPlus, one of the nation's leading governmental website developers.



Recyclables are picked

Check the 2014 Guide to Recycling or call Eureka at 651-222-7678

Recycling In Roseville

Roseville uses single-sort recycling. Drop all recyclables, including paper products, plastic food and beverage containers, glass bottles and jars, steel and aluminum cans, and milk cartons and juice boxes in your cart, and have the cart at the curb by 7:00 a.m. on your recycling day.

Recycling is picked up on the same day of the week as your trash; however, it is only **up every other week on** picked up every other week.