

# Community Engagement Commission

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## Community Engagement Commission Meeting Minutes

June 12, 2014

**Commissioners:** Scot Becker, Gary Grefenberg, Jonathan Miller, Desiree Mueller, Theresa Gardella, Kathy Ramundt, and Michelle Manke.

**Commissioners Absent:** None

**Staff Present:** Garry Bowman

**Others Present:** City Council member Lisa LaLiberte

### Call to Order

The Community Engagement Commission meeting was called to order at 6:30 p.m. by Chair Grefenberg.

### 1. ADMINISTRATION OF OATH OF OFFICE TO COMMISSIONERS

City Council member LaLiberte administered the oath of office to Michelle Manke,

A 3-minute recess was called at 6:32 p.m. by Chair Grefenberg in order to provide time for a group photograph.

The Community Engagement Commission meeting reconvened at 6:35 p.m. and was called to order by Chair Grefenberg.

### 2. INTRODUCTION/ROLL CALL

All Commissioners were present.

### 3. APPROVE AGENDA

Chair Grefenberg made a motion, seconded by Commissioner Ramundt, to add Agenda Item 9.a.i. *Results of Additional Excel Results and Presentation by Kathy Ramundt* and renumber the remaining bullet items accordingly. **The motion carried unanimously.**

### 4. APPROVAL OF MAY 8, 2014 MINUTES

Commissioner Becker made a motion, seconded by Commissioner Gardella to approve the May 8, 2014 minutes as amended. **The motion carried unanimously.**

### 5. PUBLIC COMMENT ON ITEMS NOT ON AGENDA

There was no public input.

## **6. COMMISSION ORGANIZATION**

### **a. Election of Vice-Chair**

Before the Commission proceeded to vote on the Vice-Chair, the Chair opened the floor to any questions or comments, indicating he was aware that several Commissioners had expressed concerns and issues with the process, and that the two vice-chair candidates had asked for an opportunity to address the Commission before this election.

Commissioner Becker stated he and Commissioner Gardella had met and they have similar goals for the Commission.

Commissioner Gardella withdrew her nomination for Vice-Chair because she felt Commissioner Becker would be able to fulfill the position requirements and allow her to be active in other committees.

Commissioner Ramundt expressed concerns about Commissioner Becker serving as Vice-Chair because he was also serving as Vice-Chair on the Human Rights Commission.

Commissioner Becker stated he would be able to focus on the needs of the Community Engagement Commission.

Commissioner Ramundt asked if nominations could still be made.

Chair Grefenberg stated the nominations ~~have~~ had been closed at the Commission's last meeting, and two ballots already taken. Commissioner Manke had been nominated during the last meeting but the motion failed due to lack of a second.

There being no further comments Chair Grefenberg called for a vote on for Commissioner Becker candidacy as Vice-Chair with a term ending sometime in 2015.

Commissioner Becker was unanimously elected to serve as Vice-Chair of the Community Engagement Commission.

### **b. Overview of Current Committee Structure and Proposed Operations and Outreach Committee**

Chair Grefenberg reviewed the two (2) ad hoc committees approved during the previous meeting. He proposed two (2) additional committees that would be considered standing committees: Operations Committee and Outreach Committee.

Commissioner Miller asked if other commissions have used the operations committee.

Chair Grefenberg stated he had utilized an operations committee while serving as Chair of the Human Rights Commission to help in the development of the agendas but, in response to a question from Commissioner Miller, he did not believe other commissions utilized such a committee

Commissioner Becker pointed out this committee would not be the only means to have items included on the agenda. Chair Grefenberg agreed, indicating that a standard agenda item at the end of every meeting allowed Commissioners to introduce future agenda items, as well as requesting him to include agenda items one week before each Commission meeting.

Commissioner Miller made a motion, seconded by Commissioner Manke to form a standing Operations Committee. **The motion carried unanimously.**

Chair Grefenberg explained the purpose of the Outreach and Communications Committee as an planning group internal to the Commission.

Commissioner Ramundt stated there are eleven (11) recommendations for the Commissioner that could be considered outreach. She recommended waiting to see what happened with these recommendations before establishing another committee.

Chair Grefenberg explained the Committee would identify various tools and constituencies for the Commission to review and approve. It is not meant to be the outreach portion of the Commission but rather to establish an outreach plan for the Commission. He stated he felt this Committee could be open to all Commissioners which would require having the meetings published. He did not see this Committee as really making a report to the Commission until August or September at the earliest.

Mr. Grefenberg also noted that a Roseville resident had volunteered to work with this proposed Committee in establishing an outreach and communications plan for the Commission's review. He identified this resident as Phil Gelbach, a communications professional and also a member of the Parks and Recreation Commission, adding that he had developed a similar plan for the Parks Commission.

Commissioner Gardella commented that she understood this Commission would develop a plan for raising public awareness of the Commission itself. She agreed with Commissioner Mueller description of this committee as a marketing group.

Commissioner Ramundt suggested the Commission wait to establish this type of committee until they have determined what the goals, objectives and priorities would be for the Commission.

Commissioner Mueller stated the idea having a committee to market the Commission is a good idea but she agreed that there was no rush in establishing members to this committee at this time and wait and see what the Commission decides are their goals, objectives, and priorities. Once these are established then the Committee members would be able to market the Commission.

Commissioner Manke stated the Committee should start to plan, collect data, and determine a communications approach-for the Commission. She stated she would be interested in serving on this Committee.

Commissioner Mueller stated she would not be interested in heading up this Committee, but she would be willing to help.

Chair Grefenberg stated the Committee would determine who would be the lead person. He would like to have a point of contact for the Committee to determine if

there was need for discussions at Commission meetings. He did not believe that the Committee's membership needed to be determined tonight.

Commissioner Manke made a motion, seconded by Commissioner Becker to establish an Outreach and Communications Committee as a standing committee.

Commissioner Gardella asked for clarification on the Committee's role. She imagined its role was mainly to market the Commission to the broader community that we are here; this is what we are doing and who we are.

Staff Liaison Garry Bowman explained what the Commission is trying to do is establish a means to discover what vehicles or methods there are available for the Commission to communicate its goals and outreach efforts to the public. It was important to hit the ground running, but if such a committee isn't now established it would probably be next year before the Commission began a communications effort. Its purpose was to recommend a communications strategy for the Commission specifically.

Commissioner Gardella stated that the concept of this committee seemed good, but at this time there is nothing to communicate about the Commission except that it has been established. Commissioner Becker added that it would be an opportunity to build up an audience for the Commission. And Mueller added that it could also

Commissioner Manke explained the Committee would look at how the Commission would communicate in the community, not what the Commission would do to engage the community.

Chair Grefenberg called the motion to a vote. Not hearing any objections or abstentions, the Chair declared that **the motion carried unanimously**.

## **7. COMMISSION COMMUNICATIONS, REPORTS, AND ANNOUNCEMENTS**

### **a. Various Announcements**

Commissioner Ramundt provided a flyer for the Commission from ACT on Alzheimer's. ACT is working to make communities dementia friendly, one community at a time. ACT is seeking volunteers to survey businesses. There will be a community meeting on October 21, 2014 at the Fairview Community Center, to present the results of the survey. The results of the survey will help to determine what can be done in the City of Roseville to promote a dementia free community. Ramundt read the contact number for Janelle Rampler who is coordinated this effort.

Chair Grefenberg read the press release regarding Rosefest, the City of Roseville's community celebration on June 30 that demonstrates the City's commitment to build a strong and diverse community.

Commissioner Becker provided information on "Coffee with a Cop" at J. Arthur's Coffee on June 23. This is an opportunity for residents to meet with police officers. He also provided information on a Community Build event at Howard Johnson Park on June 14. The park will be dedicated to police and firefighters.

~~Mr.~~ Staff Liaison Garry Bowman stated this project was rained out and rescheduled for June 14 and there will be another community project going on June 14 at Materion Park.

Commissioner Becker stated the more community help the greater the savings for the City to be able to purchase additional park equipment.

Commissioner Ramundt stated Night to Unite is scheduled for Tuesday, August 5, 2014. Residents can register by July 12 with Eureka Recycling for a free compost bin, July 24 there is a drawing to have Outback Steak cater a Night to Unit event, and August 4 is Family Fun Night at the City parks.

Chair Grefenberg recommended these items could be posted on a future Community Engagement webpage on the City's website.

## **b. Reports**

Chair Grefenberg stated he had a resident contact him with concerns about a May 13, 2013 alleged police incident during a Roseville traffic stop. He referred the Commissioner to a recent press accounts on the law suit against the City filed by the defendant in this matter. Grefenberg reported he had advised the resident that he could attend the Community Engagement meeting, the next City Council meeting, or the Human Rights Commission to express his concerns about how the police handled the situation

Commissioner Becker stated through his position on the Human Rights Commission he had met with the Police Chief to discuss general training in the use of force. The HRC will meet on June 18 to discuss this issue in greater detail.

## **8. COMMITTEE REPORTS**

### **a. Website Redesign**

- i. Current Status of Committee Work (Commissioners Becker and Miller)

Commissioner Becker reviewed the timeline for the new City website. Currently they are gathering requirements and needs of the various departments, groups, and individuals.

Mr. Bowman suggested allocating 15-minutes at the July 10 meeting and 30-minutes at the August 14 meeting to discuss the website.

- ii. Community Engagement Module for City Website (Chair Grefenberg and Staff Liaison Bowman)

Chair Grefenberg provided a handout on several vendors who could develop a Civic Engagement module.

Mr. Bowman explained there were two (2) directions the Commission could take in establishing a module; utilizing an outside company or doing the work in-house using a plug-in module. The plug-in module would be less flashy but there is no cost and it will be built into the website. He stated this would be something the Commission should provide a recommendation on.

Chair Grefenberg asked the Website Redesign Committee to review these options and report back to the Commission. He stated he would like to work with this

Committee on selecting a provider for the modules. He asked when this would need to be done by.

Mr. Bowman explained it had been established during the needs assessment that web space would be needed for the Commission and when that information is available it will be included. This may be during the redesign or added later.

**b. Discover Your Parks Committee (Commissioners Mueller and Ramundt)**

Commissioner Ramundt provided a map and a list of dates when the Walk in the Park would be at each park location. She asked if Commissioners were interested to sign up to attend one of the park events.

Commissioner Mueller asked what the Commission would like to find out from residents. They plan to let residents know what they do and when they meet.

Commissioner Ramundt provided questions for the Commissioners to review and provide input on how effective they are. She also asked if the Commission had a preference on marketing materials such as business cards, postcards, or brochures. She suggested possibly including the new volunteer coordinator on the material.

Chair Grefenberg suggested each Commissioner respond to Commissioner Ramundt regarding their preference for materials.

Commissioner Ramundt asked if there were extra materials that the City was not utilizing that they could use to create display type pieces that can be used until the Outreach and Communication Committee sets something up.

Commissioner Manke stated she would check into this for the Discover Your Parks Committee.

Commissioner Mueller stated they would have a sign-up sheet for people to receive communications from the Commission.

Commissioner Gardella suggested Commissioners Ramundt, Mueller, and Manke work together to develop materials for the Discover Your Parks events.

Mr. Bowman stated the City's website had an opt-in for residents to receive communication from the Community Engagement Commission and the materials currently sent out this way currently are the agendas. He suggested collecting email addresses and then contacting people to let them know that they can opt-in to receive additional email information through the City's website.

Commissioner Miller stated he would like to see if the volunteer coordinator would like to be involved as well.

Chair Grefenberg suggested inviting the volunteer coordinator to the next Commission meeting. He also distributed a Commission calendar that includes the Discover Your Parks dates, regular meeting dates for the Commission and deadlines for submitting agenda items.

## 9. OLD BUSINESS

### a. Evaluation of 2012 Task Force Recommendation

#### i. Results of Additional Excel Results and Presentation (Commissioner Ramundt)

Chair Grefenberg suggested a motion thanking Kathy Ramundt for all her work in pulling together this presentation. Commissioner Gardella made a motion, seconded by Commissioner Becker, to acknowledge the work and time Commissioner Ramundt put into preparing the Excel evaluations of the Task Force recommendations and resulting survey. **The motion carried unanimously.**

Commissioner Ramundt stated the results are based on how the Commissioners had individually ranked each of the 2012 Task Force Recommendations and the highest scores are those recommendations the Commissioners ranked as the highest priority. She explained there were 11 recommendations that ranked very low and this was because the Commissioners felt the task was either being done currently or should be done by another commission. She suggested someone look into a set of recommendations and report back to the full Commission. There are four tasks listed that are related to the website and these could be reviewed by the Website Redesign Committee. Three (3) recommendations pertain to emails and Commissioners Becker, and Miller and Chair Grefenberg ranked this high on their priorities.

Commissioner Manke suggested the Outreach and Communications Committee look at the all the recommendations concerning communication, including email and the City News.

Commissioner Ramundt suggested meeting with the volunteer coordinator and proving her with ideas would meet the recommendation of increasing volunteering opportunities in the City. She asked if the City had a way to identify renters and communicate with renters.

Chair Grefenberg stated the City did have that information. Staff Liaison Bowman agreed.

Commissioner Manke stated the Outreach and Communications Committee could review these recommendations as they pertain to communications and facilitating contact with this group of people.

Commissioner Ramundt asked if the City did a welcome packet for new residents because it had been eliminated at the time the Task Force Recommendation were developed in 2012.

Mr. Bowman stated the HRA had done them in the past, and suggested Commissioner Ramundt contact Jeanne Kelsey of that city agency.

Commissioner Ramundt stated she would follow up with this recommendation and report back to the Commission.

Commissioner Becker suggested having a couple of standing committees that would look into the recommendations and report back to the Commission rather than assigning individuals to each one. Some of the items are long-range projects, some are medium term, and some are "quick wins" (which could be done in a couple of

meetings). He also expressed a desire to establish structures that not only work on the original task force recommendations but can also be carried forward to work on new recommendations not present in the original list of task force recommendations. He recommended the Commission have an opportunity to review the newly categorized information and discuss ideas on how to organize the commission's work at the next meeting.

Chair Grefenberg stated he would like to give Commissioner Manke an opportunity to provide her-evaluations and rate the recommendations, and that he himself would like to address the comments made for each recommendation in the first Excel evaluation. He explained the ranking exercise was originally intended to drive policy recommendations for the City Council on civic engagement.

After discussion it was the consensus of the Commission to utilize the ranking exercise results to establish groupings of recommendations that will be used in establishing the structure for the Community Engagement Commission assessment of the 2012 Recommendations including adding up to four standing committees to address the recommendations from the 2012 task force and future items that pertain to these specific groups.

There being no expressed objections, **Chair Grefenberg noted that this was the Commission's consensus for the next steps on this effort.**

## **10. STAFF REPORT**

### **a. Business Cards**

Mr. Bowman asked the Commissioners what should be included on the business cards. He also provided a sample of business cards that staff could produce quickly until business cards can be ordered.

Chair Grefenberg provided Mr. Bowman with a sketch of what he preferred on his business cards. He suggested the Chair and Vice-chair be identified by their positions, while other commissioners are identified as a Commissioner.

After discussion it was the consensus of the Commission to direct staff to prepare the perforated business cards for Commissioners until a final card design has been established.

### **b. Upcoming Items on Future Council Agendas**

Mr. Bowman stated the City Council does not currently have any items on their agenda that are relevant to the Community Engagement Commission.

### **c. Other Items**

Mr. Bowman stated there were no other items.

Chair Grefenberg suggested meeting with Mr. Bowman to discuss the budget.

## **11. NEW BUSINESS**

### **a. Rosefest Parade**



Commissioner Manke stated the Community Engagement Commission should be in the parade and represented since it is the main community engagement event for the City.

Commissioner Becker stated the Human Rights Commission will have a large group and he would discuss the Community Engagement Commission joining them.

After discussion **it was the consensus of the Commission to get involved with the Rosefest Parade** by securing a spot in the parade and providing the Administration Department approved of a budget including having t-shirts printed and a banner made.

#### **b. Other Items**

There were no additional items.

### **12.COMMISSIONER-INITIATED ITEMS FOR FUTURE MEETINGS**

Commissioner Gardella suggested prioritizing the agenda better so that those items that need to be discussed are not last on the agenda.

Chair Grefenberg requested a summary of the City's survey results for those questions and answers pertaining to community engagement.

### **13.ADJOURNMENT**

Commissioner Becker made a motion, seconded by Commissioner Ramundt to adjourn. **The motion carried unanimously.** The meeting was adjourned at 9:09 p.m.