

Community Engagement Commission

Community Engagement Commission Meeting Minutes

August 14, 2014

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

Commissioners Absent: None

Staff Present: Garry Bowman

Others Present: None.

Call to Order

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

1. INTRODUCTION/ROLL CALL

All Commissioners were present.

2. APPROVE AGENDA

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

3. APPROVAL OF JULY 10, 2014 MINUTES

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

4. PUBLIC COMMENT ON ITEMS NOT ON AGENDA

There was no public input.

5. REVIEW & REVISIONS TO CURRENT STATUS OF COMMISSION ORGANIZATION (OPERATIONS COMMISSION)

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

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

i. Discussion on the Commission's role as an advisor to the Council on encouraging and facilitating community engagement

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

Section 208.04 Scope, Duties, and Functions, states the reasons the City Council had created the CEC to serve in an advisory capacity regarding the effective and meaningful involvement of Roseville residents. Quoting from the City Ordinance, he said the Commission shall make recommendations, review policies, and suggest strategies that will help to improve City communication and increase a sense of community.

Chair Grefenberg elaborated that the Commission's purpose is not to do all the engagement in the community, but to facilitate and make it easier for others to be effectively and meaningfully involved in Roseville. This primary purpose does not mean that Commissioners cannot individually and separately be involved in a variety of programs; this type of involvement does help individual Commissioners form judgments and improve their decision-making.

Chair Grefenberg then reviewed the six functions, or what the Commission may do. He concluded that the language in the City Ordinance did not preclude the Commission from recommending another function to the Council or recommending another way to effectively and meaningfully involve Roseville residents.

This is the main core of what he wanted to make clear because it appears to him that this has not been clear. From his perspective this is a whole lot of work. Over the last three (3) months the Commission has been very involved in their mission and purpose and examples like "Discover Your Park" are raising the Commission's profile and making known the Commission exists. This is a useful and necessary prerequisite for the Commission to be able to make recommendations to the Council. The first meeting Commissioner Mueller mentioned no one knew the Commission existed and because of the work of Commissioner Mueller and Commissioner Ramundt, a few more people know the Commission exists but it is important the Commission focus on what its primary role is. The Commission has a tight deadline for the November joint meeting with the City Council.

Staff Liaison Garry Bowman expressed his appreciation for the Chair's overview of the Commission's role and duties. He stated when looking at the Commission's mission all of the bullet points start with language such as review, recommend, collaborate, explore and inform, and advise. There has not been a focus by the Commission to generate recommendations but more of an external focus to let residents know the Commission exists. This is not what the City Council is looking

for. The City Council wants strategies and recommendations from the Commission, Bowman concluded.

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

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

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

Chair Grefenberg excused himself from the meeting at 6:44 p.m., turning the gavel over to Vice Chair Scot Becker.

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

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

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

Chair Grefenberg returned to the meeting at 6:46 p.m. and resumed the chair.

c. Proposed Process for Work Groups (Commission Gardella and Chair Grefenberg)

Commissioner Gardella reviewed the work group instructions and what would be expected from each work group at the Commission meetings. She explained this would be a way for the Commission to work through the 2012 Task Force recommendations. The work groups should include discussion regarding what would be needed to accomplish the recommendations, who else may be working on it already, determine if there is anything missing in either policies or strategic recommendations, and recommend a time line for addressing the proposed recommendation. Each work group will bring the information to the assigned Commission meeting so the full Commission will have an opportunity to weigh in.

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

Grefenberg admitted that the schedule is aggressive and is driven by the November deadline for making recommendations at the joint meeting with the City Council. The work groups that will present at the September 4 Commission meeting are the

Community Outreach and Council/Commissions/Staff in the Community, The Council/Department – Low Hanging Fruit (Operations Committee) and Education/Awareness. The October 2 Commission meeting work groups will be Community Communications, Neighborhoods, and Completed/Responsibility of other Commissions or Staff (Operations Committee). These are deadline dates to be included in the Commission meeting packet and written reports are required.

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

Chair Grefenberg reviewed the 16 page outline which the Work Groups would use in making their recommendations; it was included in the packet material under Agenda Item 5c. The purpose of developing this outline was to expedite the Work Group's work.

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

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

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

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

6. CHAIR AND COMMITTEE REPORTS

a. Chair's Report (Chair Grefenberg)

i. City Survey on Community Issues

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

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

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

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

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

There are not a lot of issues with the quality of life in Roseville and this is reinforced by the answer to question #6. He found it interesting in question 4 that neighborhood/housing and feeling safe were at 18% and friendly people was at 28% which is higher than shopping and parks. People appreciate neighborhoods and community and friendly people.

Grefenberg added that 91% of respondents believe the sense of community identity is "strong/somewhat strong" so there is a sense of community identity among residents. 51% of residents feel the closest connection to the City through neighborhoods. This is almost two and a half times as many people get their sense of community from neighborhoods than from the City, which leads him to believe that neighborhoods is where engagement could and should take place. This is why neighborhood tools such as NextDoor are important: they build on this sense of neighborhood connection.

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

Chair Grefenberg said the survey results do point out some opportunities. Since 59% of respondents responded they have not participated in any City-sponsored park and recreation programs, this led him to believe there may be other venues equally important for the Commission to liaison with and track. Park events do not seem as important to community engagement as other factors such as neighborhoods. When you look at which physical improvements seem to be top priorities for the City, construction of trails connecting neighborhoods was high.

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

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

Chair Grefenberg stated what he took from these responses was that people generally feel they do have a say in Roseville. The cynicism prevalent nationally does not seem to have much of a foothold in Roseville, and as such, any civic engagement and volunteer efforts of this Commission would have a favorable climate in which to increase citizen participation. People would be more open to involvement

because they believe their voice would be heard. Grefenberg said this would help the Commission achieve some of its goals because they would not have to deal with that cynicism of the 22%.

Drugs issues and youth crime/vandalism were the greatest concerns in the City. Violent crime ranked low at 2%. This points to an issue of security as a high item when looking at quality of life.

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

Grefenberg feels this is significant because now almost half of the City relies on the City Newsletter for its information, is followed by local newspapers. Four times as many people rely on the City newsletter than those that rely on the website.

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

Commissioner Ramundt stated she uses the City newsletter and local paper because she does not have to be at her computer and intentionally going to the City website. The newsletter and newspaper are right there.

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

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

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

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

Chair Grefenberg responded that Ramundt made an important point; he encouraged the Website Redesign Committee to incorporate this into their thinking. Once the website is updated and becomes more relevant people will find a need to increasingly use it.

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

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

Chair Grefenberg explained the percentages were close especially for minorities. The 2010 Census and the people surveyed were almost identical.

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

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

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

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

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

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

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

Commissioner Gardella suggested another recommendation to the communication work group would be to look at the non-white group and consider different communication strategies that could be used for that Roseville demographic. She also suggested determining the specific answers of each demographic group may provide further insight.

Chair Grefenberg noted that question # 90 asked how effective the City News publication is in keeping residents informed about city activities. One third of respondents answered "very effective" and another 57% answered "somewhat effective". There can be improvements in the City newsletter, which Staff is in the

process of doing. 44% of respondents were likely to use the City website and this tells him that it would be worth the Commission's time to work on updating the website.

Grefenberg added that even though NextDoor ranked relatively low it was still an important tool. Staff Liaison Bowman agreed, commenting that NextDoor is a tool for neighborhoods, which the City wants to respect because they do not want NextDoor to be viewed as the City's website. But if there is something the City feels the community may be interested in getting involved with, such as a new playground, then the City would send such information to NextDoor.

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

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

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

Staff Liaison Bowman indicated he considers Twitter to be more 'newsy'; the City could use this to send information such as meeting information but Facebook is more fun. There are different strategies for each media vehicle.

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

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

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

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

Chair Grefenberg summarized his assessment as follows. The survey shows where city residents are currently at. This is important since to improve the Commission needs to know what the starting point is.

Survey results provide fertile ground for engaging Roseville residents in their community. Roseville has a positive attitude toward local government; therefore engaging residents in government is something achievable. There is more than enough data in this survey to justify a more proactive way for residents to become involved in their government and neighborhoods.

Grefenberg concluded by suggesting the Work Groups use any information in the survey to back up any recommendations they make.

ii. Scope of Next Few Months Work

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

b. Website Redesign Committee

i. Current Update (Staff Liaison Bowman)

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

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

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

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

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

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

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

Chair Grefenberg recalled there being some discussion at the June meeting that many Commissioners wanted a site demo. He stated this is an important enough

exercise to have a separate meeting, in which Commissioner are invited to participate in the site demo and as a group make recommendations or changes.

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

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

Commissioner Becker shared Commissioner Gardella's concern about the timing of the input the Commission could provide. He thought the Commission would have more time for input and be more involved in the web design.

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

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

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

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

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

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

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

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

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

Commissioner Ramundt asked who has reviewed the site.

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

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

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

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

Commissioner Kathy Ramundt made a substitute motion, seconded by Commissioner Jonathan Miller, to recommend, before the City's website is implemented, that the site be reviewed by a sampling of Roseville residents for feedback regarding usability and content.

Commissioner Manke asked if the Website Redesign Committee set up by the CEC and the City's website committee is not working on the website together or was the actual redesign of the website being done by City Staff.

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

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

Commissioner Becker stated based on the information presented tonight the CEC would not be able to make significant design changes within the allotted time and any recommendations or changes that are requested may not be completed by the September 4 launch deadline.

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

Commissioner Ramundt withdrew her substitute motion.

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

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

Commissioner Miller withdrew his second to Commissioner Ramundt's motion.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

c. Outreach & Communications Committee (Commissioner Manke)
i. Talking Points for Commissioners

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

These talking points were as follows:

Q: *What is the Community Engagement Commission?*

- 1)** *We are a newly formed city commission with 7 commissioners all from the City of Roseville.*
- 2)** *Our function is to develop a process and a culture that encourages city government, residents and neighbors to work more closely together.*
- 3)** *We will identify and establish partnerships and alliances with business, government, education, neighborhoods and other civic groups that are productive and mutually beneficial to our community.*
- 4)** *We will develop strategies for engagement, civic communications and volunteerism, serving advisor to the City Council on behalf of its stakeholders.*
- 5)** *We will develop creative and inclusive ways to involve all of Roseville in civic governance.*

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

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

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

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

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

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

Chair Grefenberg said he thought Commissioner Gardella was requesting, prior to Commission approval, that language be added consistent with the City Ordinance relating to the Commissions role of recommending and advising the City Council. He stated there would be a way around having to make the changes prior to approval if the maker of the motion and the other members of the Committee are comfortable with it. The Commission can approve it with the addition of language on the Commissions role in recommending and advising the Council.

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

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

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

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

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

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

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

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

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

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

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 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.

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

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

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

11.COMMISSIONER-INITIATED ITEMS FOR FUTURE MEETINGS

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

There being none the Chair moved on.

12.RECAP OF COMMISSION ACTIONS THIS MEETING

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

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

13.ADJOURNMENT

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