

Community Engagement Commission

Community Engagement Commission Meeting Minutes

July 10, 2014

Commissioners: Gary Grefenberg, Desiree Mueller, Theresa Gardella, Kathy Ramundt, and Michelle Manke.

Commissioners Absent: Scot Becker, and Jonathan Miller.

Staff Present: Garry Bowman

Others Present: City Attorney Mark Gaughan II and City Council member Lisa LaLiberte

Call to Order

A quorum being present, the Community Engagement Commission meeting was called to order at 6:15 p.m. by Chair Gary Grefenberg.

1. INTRODUCTION/ROLL CALL

Commissioners Becker and Miller were absent and excused. All other members were present.

2. APPROVE AGENDA

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

3. CITY ATTORNEY MARK GAUGHAN ON OPEN MEETING LAW IMPACT ON COMMISSION ACTIVITIES AND PROCESSES

City Attorney Mark Gaughan clarified the Open Meeting Law applies to all levels of government and is a State law. He provided a presentation on the Open Meeting Law to the Commission, the exceptions to this law and the penalties associated with violating the law. He clarified an effective way to handle email from residents would be to bring those emails to a meeting and discuss them at that time or forward to Staff Liaison Gary Bowman and he will provide that information in a Staff Report.

Commissioner Theresa Gardella asked how it should be handled if a Commissioner will be absent and others would like to know their thoughts or ideas on an agenda item.

City Attorney Gaughan stated the Commissioner who is not going to be able to attend should contact Staff Liaison Gary Bowman and he can include those comments in the materials for the meeting. He stated it would also be good practice to have all email communications included in the meeting materials for the public to access. If all the Commissioners receive the same information it is good practice to receive this information and discuss it during the meetings.

Commissioner Kathy Ramundt asked if there could be a problem with the open meeting law if two (2) other Commissioners decided to attend one of the Discover Your Park functions because there were already two (2) Commissioners present.

City Attorney Gaughan stated if they were not conducting business or discussing official business then it would not be in violation. The open meeting law does not trump an individual's First Amendment rights.

Chair Grefenberg clarified adding an item to the agenda during the meeting is not in violation of the open meeting law.

Commissioner Manke asked what the best procedure would be to "brain dump" or have a brain storming session.

City Attorney Gaughan explained best practice would be to have individuals do this activity prior to the meeting and send it to Staff Liaison Gary Bowman so he can put the information together and put it on an agenda for discussion.

Chair Grefenberg said the Chair approves the agenda with input from the Operations Committee and Staff. He asked if this was in violation of the open meeting law.

City Attorney Gaughan stated this is not in violation of the open meeting law. The Commission can meet outside of their regular meetings by holding a special meeting and positing the time and location three (3) days prior to meeting.

Chair Grefenberg stated he would like to be notified as well as Staff Liaison Gary Bowman of any meetings being noticed as well as any other communication with Staff.

Commissioner Manke asked if it would need to be noticed if there were three (3) members from one Commission and another member from another Commission.

City Attorney Gaughan stated this should not pose a problem but would be addressed on a case-by-case basis.

4. APPROVAL OF JUNE 12, 2014 MINUTES

Commissioner Manke made a motion, seconded by Commissioner Gardella to approve the June 12, 2014 minutes as amended. **The motion carried unanimously.**

5. PUBLIC COMMENT ON ITEMS NOT ON AGENDA

There was no public input.

6. OLD BUSINESS

- a. Process Recommendations on Organizing Work Groups for 2012 Task Force Recommendations and New Commission Initiatives (Commissioner Gardella)**
 - i. Next Steps

Discussion: Commissioner Gardella suggested the Commission work towards an agreement on a process. She clarified she had talked with Commissioners Becker and Miller in order to gather their input because they were not going to be at the meeting. She clarified this was not done to violate the open meeting law but rather to ensure their opinions regarding these suggestions were included in the discussion.

Chair Grefenberg **ruled that Commissioner Gardella' actions did not intentionally violate the Open Meeting Law.** There was no objection to his ruling.

Gardella clarified she is proposing seven (7) groups that each of the Commissioners could participate in. This will facilitate working through the Task Force Recommendations and New Commission Initiatives and assist the Commission in being effective. She reviewed the seven (7) groups and what the groups would focus on.

The Education grouping was not only on educating staff and council, but also on educating residents on city issues and operations.

In response to a question from Commissioner Manke regarding the Neighborhoods grouping, Gardella said the Task Force had spent some time on how intentional should we be on helping neighborhoods form. The intent of these proposals was on how the City could help neighborhoods form, not necessarily on the Commission directly helping neighborhoods form.

Commissioner Ramundt added that as a former Task Force member she believed that neighborhood associations was one of the main ways the Task Force envisioned this working.

Chair Grefenberg enquired as to the meaning of the designation for Work Group E: *Council/Commissions/Staff in the Community*. He asked if there was anything beyond "place" that distinguishes this group from the others.

Commissioner Gardella stated it is mostly distinguished by place but this does speak to a lot of a different ways to do business outside of City Hall. She referenced the 2012 Task Force's intent to change the culture of City Hall.

Commissioner Manke expressed her opinion that this would be putting the cart before the horse; the Commission first needs to determine what they are as a Commission before going and talking to people. The Commission does not have a clear and consistent message about who they are and what they want residents to take away from the encounter. The suggested groupings do not define who the audience is and have the necessary data available in order to talk to them effectively. The Commission will need to market to the community.

Commissioner Gardella stated one of the tasks of the Communications and Outreach Committee was to determine how the Commission communicates with the public and the message they convey. The audience for these groups is the City of Roseville, she suggested. Based on these broad work group categories each-Commissioner would decide on a particular group and then these groups or committees would-do the work to bring their recommendations to the full Commission.

Commissioner Manke stated Community outreach is really outreach and is a broad term. She stated the audience should be identified prior to the Work Groups being identified and established.

Commissioner Gardella stated the audiences would be identified in each work group under for each broader topic. Each group would identify the audiences and determine if the recommendations provided are incomplete or if additional data would be needed and then bring recommendations to the Commission for consideration. This would be a way for the Commission to work through the 74 recommendations that were provided by the Task Force in an efficient manner.

Commissioner Ramundt clarified the groups would not be limited to the recommendations listed. This is a starting point for what the Commission can do. Categories are broad and the Commission does need to know what they are doing.

Chair Grefenberg agreed these groups would be able to look at new recommendations.

Commissioner Desiree Mueller commented this approach made sense and a clear message that is shared by the group is needed. The demographics and audiences would be different for each group and the group would need to identify who their audience is. She stated she would recommend breaking into the proposed groups but the Commission should be clear have one clear message.

Commissioner Manke stated she would recommend breaking into groups based on the audience. She would like to work with seniors and engaging them in the community and in order to do this she would need to be on each of these groups in order to do this. She also added that the Commission would first need information or data on seniors. She would not like to see these groups tied to these recommendations only. From her perspective the 2012 recommendations were created to determine if there was a need for the Commission.

Gardella said the identification of audiences would be a task for the Work Groups themselves.

Commissioner Ramundt commented that the work group proposal is just a starting point for the Commission to get at exactly where these recommendations go and whether other recommendations should be added.

Commissioner Mueller said that she understood the proposal before the Commission was organized well, made sense, and built upon the information gathered during the previous Excel process which the Commission went through. She also could see the point Commissioner Manke was raising, about having a clear message, but that could be the parameters within which each of the work groups proceeded. We needed to proceed along both paths, the work group process, and the audience identification and messaging effort.

Commissioner Manke suggested just having a few talking points to start out with for people understand what the Commission is and who they represent and what they were established for.

Public Comment: At this point the Chair asked if anyone in the audience had any comments to make related to this discussion. Roseville City Council member Lisa

LaLiberte said the Task Force Report is still very relevant although some of its recommendations have been acted upon, but certainly not all of them. She suggested that the Commission proceed. There is opportunity to both focus on things that are broad engagement and communications issues, and those things that need more targeting.

LaLiberte suggested the Commission proceed in this way so it doesn't have to prioritize and pick small units to focus on at the expense of broad engagement and communications for the entire city.

Continuation of Process Recommendations on Organizing Work Groups:

Chair Grefenberg stated the standing Outreach and Communications was established to deal with the broad concept of raising standard messages of what the Commission itself is about.

Commissioner Ramundt suggested Commissioner Manke write up her comments on a standard message on what the Commission is about and what their charge was for the Commission to respond to. This would be a good starting point for the Commission. She would recommend the Commission review this and take action at the next meeting on the written message and who would be interested in working on the other groups.

Chair Grefenberg said he did not perceive it as an either/or situation before the Commission, that is, whether to use work groups or focus on the Commission's audience and message. He suggested establishing the work groups at this time and have the Communications and Outreach messages available for the August meeting for review and potential approval. He stated prioritization of the group's recommendations should occur at the Commission level.

Commissioner Manke explained once the audience is identified then the data can be collected and the means of communicating and engaging this group can be established. It will help the Commission to prioritize.

Chair Grefenberg stated the Outreach and Communications Committee establishes the message and should also devise the tools the Commission would use. He would like to see the work groups to have their recommendations available for the Commission to make recommendations to the Council by October.

Commissioner Mueller stated she does understand Commissioner Manke's view and does want to be sure there are no groups in the community that are overlooked.

Chair Grefenberg said he understood Commissioner Manke was recommending not to take action on the work groups at this time, and at the next meeting the Commission gets a report on the issues of what the general message is, what the talking points are and the demographics. He asked Commissioner Manke if that was a fair representation of her opinion.

Commissioner Manke responded affirmatively, the groupings should be looked at to determine what items have already taken place and what items no longer concern the Commission and eliminate them.

Commissioner Gardella stated these items have been identified already.

Chair Grefenberg stated he would like to review the general groupings. He explained he had spent hours reviewing the information and feels the groupings could be merged into 3 or 4 groups.

Commissioner Manke made a motion to table the groupings discussions and request each Commissioner provide a list of audience for the next meeting.

During discussion on the motion, Commissioner Mueller asked whether Commissioner Miller and Vice-Chair Becker were in agreement with the groupings outlined by Commissioner Gardella.

Commissioner Gardella stated they had both liked the groupings that were presented and expressed interest in working with a couple of them.

Commissioner Mueller asked if they should move forward with the groups identified and then identify the audiences in those groups.

Chair Grefenberg stated the problem he had with this approach is he would like to have the Operations Committee to review the work groups he has identified. He stated he had identified fewer groups and moved some tasks to existing Committees.

Commissioner Mueller asked why the Commission had Commissioner Gardella break out the recommendations into groups and have the Commission spend time discussing it when Chair Grefenberg was planning to have the Operations Committee review it.

Chair Grefenberg clarified he had suggestions on merging some of the work groups and assigning the last two groups to the Operations Committee. He said since time for further discussion was running out the Commission he was concerned there would not time to review his changes, which he had assumed was the purpose of tonight meeting and thus he could not agree to the groupings presented.

Commissioner Mueller asked if the Commission would be provided an opportunity to review the groupings Chair Grefenberg had compiled.

Commissioner Ramundt stated the Commission could group and regroup several times. This is now the second attempt to group the Task Force Recommendations so that the Commission can start to work on them. She would recommend trying the recommended work groups in order to get started.

Chair Grefenberg stated he is frustrated because he had spent hours refining the work groups' tasks, but the Commission had not yet finished the review of the first excel evaluation and the questions raised in that step. The Commission seems compelled to get things done. He would like an opportunity to discuss the group specific topics, but meeting time was running out. He thus suggested a special meeting of the Operations Committee with Commissioner Ramundt invited to review the groupings and merge some, as well as to bring in the role of the Outreach and Communications Committee.

Commissioner Mueller stated she had understood the Chair Grefenberg was supportive of the layout presented and the working groups. She was not aware that there would be another part to this discussion or another set of groupings to look at.

Chair Grefenberg clarified he had not participated in the drafting of what was being presented at this time except for suggesting some name changes for two groups. He reviewed his suggestions for name changes: change the work group name "Outreach" to "Community Outreach", add "Community Communications" to distinguish it from the standing committee. As for the number and process for the work groups, he felt Groups A and E be merged, the Operations Committee play a role in Group G: *Complete/Responsibility of Other Commission and/or Staff* and they come up with recommendations for this grouping, and the Group *Low Hanging Fruit* be moved to the Operations Committee as well. The he would suggest a "Volunteerism" working group because this issue is hardly ever covered even though it is included in the Commission's charge from the Council.

Commissioner Ramundt stated the working groups being presented is a refinement of the Excel information that was reviewed previously by the Commission. The Commission could continue to refine this and look at other suggestions including those by Chair Grefenberg. She suggested Commissioner Manke prepare a list of talking points, look at merging the two (2) work group documents, and the Commissioners identify the audiences within the City. She would recommend moving forward with the work groups for the next couple of months taking into account the different audiences.

There being a motion made but not seconded, Chair Grefenberg asked twice for a second to the motion made by Commissioner Manke to postpone the groupings and each Commissioner define the audiences. **The motion failed due to lack of a second.**

Chair Grefenberg made a motion, seconded by Commissioner Ramundt, to proceed with the work groups as outlined by Commissioner Gardella with the following exceptions: Sections F and G is moved to the Operations Committee for coordination purposes and Community Outreach (Section A) and Commissioners in the Community (Section E) are merged into one work group. **The motion carried** 4-1 (Manke voting no).

Chair Grefenberg asked how the Commission wanted to proceed with volunteering for the work groups.

After discussion **it was the consensus of the Commission, the Chair ruled**, to volunteer for work groups through email communications.

Commissioner Gardella asked to have the discussion on audiences on the agenda for the next meeting.

Commissioner Mueller asked if there would be value in having the Outreach and Communications Committee to develop a list of audience demographics in order to facilitate discussions at the next meeting.

Commissioner Manke asked everyone to develop a list and provide it to Chair Grefenberg and Staff Liaison Gary Bowman; a final listing will be put together for the next meeting. The target audience and talking points would be worked on by the Communications and Outreach Committee and presented to the Commission at the next meeting.

Commissioner Mueller made a motion, seconded by Commissioner Gardella, to direct the Outreach and Communications Committee establish a target audience list and present this to the Commission for review at the next meeting. **The motion carried unanimously.**

b. Other Old Business: Commission Must Do's and May Do's according to City Ordinance

Time running out, Chair Grefenberg asked the Commission to review the information provided independently and understand that the Commission must advise the Council on the effective and meaningful involvement of Roseville residents.

7. CHAIR AND COMMITTEE REPORTS

a. Website Redesign Committee

Current Status of Committee Work: Staff Liaison Gary Bowman provided an update on the activities of the Committee including the information provided at the needs assessment meeting on June 10. The Committee reviewed an initial layout to make sure they understood the concepts the Committee was trying to convey. The Committee also reviewed mood pallets. The website will be unveiled on August 14 or 15, which is after the next Commission meeting.

Chair Grefenberg asked if a review of the website could be done by the Commission or a Committee meeting.

Staff Liaison Gary Bowman explained the website would be reviewed prior to unveiling so that they have time to make any changes prior to putting the website into use.

Framework for Evaluation of Community Engagement Module Selection: The Committee has met regarding the Community Engagement tool and Mr. Bowman has received feedback from a Commissioners. The Committee is providing criteria on how to evaluate the website.

Chair Grefenberg stated before the next Commission meeting he would like staff to schedule a committee meeting. He also asked when the Commission would take action on the recommendation of the Committee.

Mr. Bowman stated this can be done separately. He is now focused on the whole update of the website.

b. Outreach and Communications Committee (Chair Grefenberg)

Chair Grefenberg stated the Committee has met once. The people on the Committee are Commissioners Manke and Miller and Mr. Gelbach. The Committee will be meeting the next two (2) Thursday evenings.

Commissioner Manke stated she cannot make these Thursday meetings. She also asked if there would be a problem with the open meeting rules since Mr. Gelbach was a City Commissioner on the Parks and Recreation Commission.

Chair Grefenberg stated they will resolve the schedule during the week.

Staff Liaison Gary Bowman stated he would notify the City Attorney to determine if this would be affected by the open meeting law since Mr. Gelbach was attending these meetings as a citizen, not as a Commissioner or representative of the Commission he serves on.

c. Discover Your Parks Committee (Commissioners Mueller and Ramundt)

Commissioner Mueller presented a sign that had been made for the Commission to use during the Discover Your Park outings. The sign and shirts have helped to identify who the Commissioners are and that they are attending the event.

Referring to a conversation he had with Commissioner Mueller, Chair Grefenberg suggested they put together suggestions received from residents for discussion by the Commission after the events ends in August.

Commissioner Mueller stated she noticed that residents were more willing to talk to them once they found out they were volunteers.

Commissioner Manke said that although this is a volunteer committee ~~but~~ they were still Commissioners; this message needs to be clear and concise for everyone to convey when talking with residents. She expressed concerns about having everyone design their own signs, literature, and other materials. This will create a fragmented Commission and message.

Commissioner Mueller agreed with Commissioner Manke's concerns regarding a cohesive and clear message, noting that her degree was in marketing, but the Discover Your Parks event had already started and the Commission did not want to miss the opportunity to meet with residents. What they are using right now is not meant to be long term but rather something to identify the new Commission until cohesive marketing materials can be established.

Commissioner Manke stated the message needs to be clear and they materials need to be consistent and this may not convey be the case if everyone does their own thing.

Chair Grefenberg stated the expenditure for the purchase of the sign and t-shirts had been approved appropriately by the Operations Committee-

d. Chair's Report (Chair Grefenberg)

- i. Current Status Report
- ii. Scope of Next Few Months Work
- iii. Possible Joint Meeting with City Council this Fall

Chair Grefenberg stated he had me with the Volunteer Coordinator and she will be on the Commission's September agenda. She is focused on working with Staff to determine what volunteer opportunities are available there. She also understands her relationship with the Community Engagement Commission.

Grefenberg reviewed the tentative schedule of work the Commission would have over the next few months. He recommended everyone watch the presentation on the Community Survey to the City Council, which will be on Monday July 14. He

recommended postponing the August discussion with Advocates for Human Rights on Chapter 7 of 2014 Report *Moving from Exclusion to Belonging*, dealing with civic engagement and political participation by immigrants. In addition in September the Commission would give their recommendation on the Community Engagement module for the website. He stated he had developed the chart he presented in the packet as a way to inform the City Council of the Commission's activities and plans. Mayor Roe suggested the Commission prepare a presentation for the Council potentially scheduled in November.

8. STAFF REPORT

There are no agenda items of relevance to the Commission on future Council meetings.

Staff Liaison Gary Bowman encouraged the Commissioners to attend the meeting on Monday for the Community Survey presentation.

9. NEW BUSINESS

a. Night to Unite

Chair Grefenberg would like to see Commissioners be available to attend a couple of Night to Unite events and encourage residents to sign up for updates.

Commissioner Gardella stated she would be attending her neighborhood Night to Unite event.

Commissioner Ramundt stated she is hosting her neighborhood Night to Unite event.

Commissioner Manke stated she would be hosting her neighborhood Night to Unite event. She stated even though she was hosting she would try to go to a neighbor's Night to Unite event.

Chair Grefenberg stated he had plans to attend to events. He encouraged everyone to wear their t-shirts.

b. Other Items

Commissioner Manke asked Mr. Bowman whether having nametags could be done for the Commissioners to wear at events.

Chair Grefenberg moved, seconded by Commissioner Mueller, to authorize Commissioner Manke to develop and order seven (7) plastic pin-on nametags for Commissioners with the approval of the Administration Department and with an upset maximum budget not to exceed \$80. **Motion carried unanimously.**

Chair Grefenberg stated there will be a Granicus webinar on the Edina Civic Engagement Project within the next few weeks, and he encouraged people to watch it. He stated he would send out a reminder to the Commissioners.

a. Upcoming Items on Future Council Agendas

(Discussion focused on items on the Commission Agendas) Chair Grefenberg said some of these future agenda items have been reviewed and are listed on the chart in the meeting packet previously distributed. He removed the Advocate for Human Rights presentation once scheduled for the August Commission meeting.

Commissioner Gardella suggested having a half-hour standing agenda item for different City Staff to attend the meeting and answer questions for the Commission.

Chair Grefenberg stated this suggestion should go to the Operations Committee because he would not recommend a full half hour every meeting because the next few meeting agendas are full. He added he would like to have an Operations Committee meeting in a week or so.

Commissioner Gardella stated she would work with Staff Liaison Gary Bowman to determine if the Commissioners would be able to volunteer for the work groups via email and get this process started.

Commissioner Mueller suggested having the action items restated at the end of each meeting.

Chair Grefenberg stated this could be done through the Operations Committee or a standing agenda item at the end of each agenda.

Commissioner Manke stated Chair Grefenberg had received communication from a resident and his response should be reviewed. She stated she did not agree that it was the Commission's place to ask someone to volunteer for an event without knowing if the City already has something arranged or anything about the person. There is a process for volunteering.

Chair Grefenberg stated he is the Chair and he is responsible for correspondence and if he is expected to respond with the consent of the full Commission then he would not continue as Chair. The point is well taken but the primary purpose of the response was to thank him and let him know it was received and also one of his goals is to involve others in the work. He stated he did not intend to make it sound like he expected this person to volunteer to do something.

Commissioner Gardella stated this would be a good topic for the Outreach and Communications Committee to discuss.

Chair Grefenberg suggested a more generic thank you for your interest letter in response to inquiries from residents.

Commissioner Ramundt stated she would like to see the communication be more personalized and encourage people to participate. A form letter is not engaging and this should be discussed by the Communication and Outreach Committee.

Chair Grefenberg stated he did not feel the Committee could have a recommendation ready on this subject by the August meeting.

Commissioner Ramundt stated this does not have to be done right now but it is something that would be appropriate for the Committee to work on.

b. Business Cards

Chair Grefenberg stated business cards were available.

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

c. Other Items

There were no other items to be discussed.

10.ADJOURNMENT

Commissioner Gardella made a motion, seconded by Commissioner Manke to adjourn. **The motion carried unanimously.** The meeting was adjourned at 8:49 p.m.