

## **Meeting of the Charter Commission Communications Committee**

July 25, 2011 - 5:00 p.m.

Standard Heating & Air Conditioning Co. Training Center

First Floor 130 Plymouth Ave N, Minneapolis, Minnesota

Committee Members in attendance: Ferrara, Johnson, Kozak, and Sandberg; also Commissioner Lickness who was asked to join the committee and Ray French, a Hamline Law student involved with following the work of the Charter Commission's redistricting work.

### **1. Select Chair**

Commissioner Ferrara recommended adding Commissioner Lickness to the Committee and members in attendance unanimously agreed.

*Motion by Commissioner Lickness, seconded Commissioner Johnson, to elect Commissioner Ferrara as the Communications Committee chair. Motion passed.*

### **2. Future Meetings: Frequency and location.**

Commissioner Ferrara asked committee members about their preferences for days of the week. After some discussion, the committee agreed on a general schedule of the last Wednesday each month (as needed). The next meeting will be Wednesday, August 31, 2011 at 130 Plymouth Avenue, 5:00 p.m.

### **3. Review and advise Charter Commission on the following Action Steps, as requested that 7/6/2011:**

Committee members discussed the purpose for the committee. Todd explained that the committee is not limited to redistricting. The job of the committee is to educate and inform, not to provide opinions. The Charter Commission is a reactive body and while the chair speaks for the commission, the committee can help provide a mechanism for making sure that good information is available. Todd noted the role of the Charter Commission with respect to the Parks issue several years ago and also the Charter Commission amendment per redistricting last fall.

Commissioner Johnson voiced concerns about the need for an adequate budget and support staff for the work envisioned. The committee discussed that there is some support available now.

Commissioner Kozak summarized his thoughts about the committee's work—who is the spokesman (chair) who decides what is to be communicated; what needs to be communicated; what means are available and are there holes in the system; process for looking at issues that may require special action.

#### **a) Plan for communicating through the existing City website including a separate redistricting page;**

The committee determined that someone should take the lead to find out who is in charge and what is needed to (1) build a 2010 redistricting page and (2) make changes to the current Charter Commission page. Members noted some oddities such as minutes only available via individual agendas.

Commissioner Sandberg agreed to collect information for the committee: who can influence the website, the process for creating new structure, and how pages are maintained. Members agreed that

the new redistricting page should be up and running as soon as possible--there are materials such as the rules and members of the Redistricting Group available now to populate the page. Commissioner Sandberg will send other committee members the link for the 2000 Redistricting page.

**b) Develop lists and contact information for traditional and alternative media for distribution of information;**

**c) Develop email list including media, neighborhood contacts, known communities of interest, and persons or groups requesting inclusion; NRP and NCR AND CITY COMMUNICATIONS DEPT.**

Commissioners Johnson and Lickness agreed to work on this project. The concept is to identify a set of list managers (such as NRP, NCR and the City's Communications Department, possibly others) who maintain their own lists and will distribute information to those individuals. Committee discussion included the need to have a formal contact identified for the committee, such as the chair, rather than an individual commissioner. Future discussion can address the issue of developing the content for any messages—the Advisory Group Committee relied on the City's Communications Department.

Commissioner Sandberg will provide Commissioners Johnson and Lickness with background information from the work of the Advisory Group Selection Committee earlier this year.

**d) Develop a plan for posting open meetings of the Redistricting Group, maps approved by or to be considered by the Redistricting Group, and public hearings;**

**e) Recommend to the Charter Commission any additional suggested communication strategies.**

These items are deferred for future discussion. We should check the Redistricting Rules for any requirements that might go beyond legal requirements.

**4. Create report for submittal at August 3, 2011 Charter Commission meeting.**

Jan will draft notes, send them to Commissioner Ferrara who will prepare the report.