

Salida Citizen Forum #3
AGENDA
September 25, 2014

Notes/Minutes

OUTCOMES

- Understanding of City's current communications
- Clarity on what is and is not working
- Identification of root causes and potential opportunities
- Agreement on 3-4 concrete recommendations to be presented to City Council

GROUP AGREEMENTS

1. Any email that pertains to the whole group should be cc'd with the rest of the group
2. Maintain our sense of humor
3. Once a decision is made the group agrees to embrace that decision.
4. Decisions will be made by majority vote. A quorum of 9 forum members is needed to take a vote on any item.
5. Audio recording is permitted for personal/internal group use only. Group agrees recordings will not be shared outside the group.
6. Meeting notes will be taken by City staff and sent to the group for final revisions and approval

In attendance:

- 1) ***Cynda Green***
- 2) ***Mike Rosso***
- 3) ***Forrest Whitman***
- 4) ***Dan Smith***
- 5) ***Gayle Davis***
- 6) ***Lee Hart***
- 7) ***Lisa Marvel***
- 8) ***Lezlie Berkley***
- 9) ***Monika Griesenbeck***
- 10) ***Jere Thomas—Facilitator***
- 11) ***Emily Katsimpalis—City of Salida staff***
- 12) ***Christian Samora—City of Salida staff***

Minutes/notes from second meeting on 9/11/14—accepted with one correction—Lee Hart had recommended to look at the Town of Basalt website.

Jere asked if there is a need for this group to continue on own after the 4 official meetings are done?

Lisa asked if Communications Director position could be a task of the Citizen Forum if it was to continue?

Lee thought maybe the group could meet on a semi-regular basis—not on a regular basis.

Dan said that this type of group is something that should continue—he thought maybe the recommendation to Council could ask if the group could continue and ask their approval for this.

(Finalizing the recommendations to Council will occur at 4th meeting on October 15)

AGENDA

- Complete and review work from last meeting
 - Have the root causes all be captured?
 - What additional solutions need to be included?

- Narrowing in on recommendations
 - What are the top 3-4 recommendations to take forward
 - What best practices in communication/PR can be applied

There was a vote to ask if the 4th priority (Citizen/stakeholder input process + resulting actions should be included or added to the 3rd priority (understanding citizen needs/expectations).

➔ 8 out of 9 voted to include the 4th priority into the 3rd priority, so it will be included into that subject/recommendation area

- Making the recommendations concrete and feasible
 - For each recommendation, what should the city:
 - Quit doing
 - Keep doing as is
 - Keep doing with modifications
 - Start doing

- Next steps
 - What needs to happen in final meeting to be ready to present to City Council?

Desired Outcomes:

- Members had opportunity to give input
- List of root causes and solutions for each priority
- Work completed and ready for final meeting to plan city council presentation

Jere asked for the group members to go around and write down solutions/recommendations for each priority area. She asked for everyone to do this individually. Jere asked that they should keep in mind the feasibility of the recommendation they are suggesting.

Lezlie asked about Council members—she sees an issue of council member communication and said they are not communicating properly, they are using the

newspaper to take jabs at one another. Lezlie thought that this issue might be addressed in one of the 3 overarching topics?

Lee Hart said it could be addressed as inter-council communication.

Dan asked what the core of this issue is?

Is it City Council and City staff internal functioning and communication?

Monika asked Lezlie to elaborate on her concerns.

Lezlie said it's a concern about how they communicate with the other Council members and how the body functions generally.

Lee asked if there are norms that govern Council?

Cynda said that unless you go to every Council meeting you don't know the background and it's not our place to get involved with telling Council how to behave.

Gayle suggested City Council and City Staff could evaluate and assess their communications?

Monika said she's concerned about the direction the group is going in. She thought the Forum's focus was going to be more about communication between citizens and staff/Council.

Cynda seconded this sentiment. She said it's not the Forum's job to get involved with how Council communicates.

Mike asked Monika if she thinks the City Council is communicating well with citizens?

Monika brought up the idea trust with the City.

Jere asked: does the communication of City Council and staff fall under the purview of this group?

Emily (staff) clarified the background of Council's communications and the elected official orientation they go through soon after they are sworn in on Council. Emily clarified that former Deputy City Clerk Audrey Gilpin had brought up Rules of Decorum with Council and drafting these, but the current Council decided not to move forward with drafting or adopting Rules of Decorum for Council/Council meetings.

Gayle mentioned that an evaluation of staff and council's communication policies and communication venues could be helpful.

Monika brought up Council member Hal Brown's town hall meeting—she said the purpose of the meeting was to communicate.

Lee Hart said the town hall meeting showed to her that something is broken in Council because the current budget process is in place—so why is that not working?

Is there a need for internal assessment of communication?

The group agreed Council communication would not be added as a 4th/separate priority area. If members want to suggest council and/or staff look at their internal

communication they can write that as a recommendation under one of the existing priorities, in the conversation mapping process.

The group then broke out to do the conversation mapping activity.

Activity– conversation mapping

- 1- Set up 4 “maps” that have the priority as the center circle and include circles for root cause and solutions
- 2- Give members 20 minutes (5 min per map) to walk around and add input to each conversation map. Request that input is focused and with end result in mind – no venting
- 3- At end of 20 minutes original groups take their map and coalesce the input into a final draft of – PRIORITY – CAUSES – SOLUTIONS. 20 minutes for this.
- 4- Share out with larger group for final agreement

The group agreed to focus on the 3 priority areas.

Too many people were going to be out of town for the final meeting of the forum on October 9—not enough to make a quorum. The final meeting was rescheduled and will take place Wednesday, October 15 at 6pm.

Priority Areas for City of Salida

Priority	Root causes	Potential solutions
<i>Listening Pathways</i>	<ul style="list-style-type: none"> - Clogged pathways - Unclear who at the city to contact for concerns/issues - Timeliness of information - Context and depth of information - Coordination with local press 	<ul style="list-style-type: none"> - An Ombudsman that represents the City to connect with community and be there to answer issues and take comment? - If City staff than it should be a full-time Communications Director. - Can Channel 10 have agenda items and info listed for upcoming Council meetings?
<i>Coordination of Messaging</i>	<ul style="list-style-type: none"> - There is redundancy in efforts. - The 'same thing with a different color' - Information overload 	<ul style="list-style-type: none"> - Reassess and streamline the 23 different communication outlets - Centralize messaging enough and should be centralized. - Possibility of one newsletter that provides updates from different departments - Salida pool, Fire Dept., etc.... - Filter options on websites and on email distribution lists - Use state of the art technology – (ex. audio quality of Council) - Look at the Town of Basalt as a possible model government website
<i>City Council and staff understanding citizen needs/expectations</i>	<ul style="list-style-type: none"> - Community “growing pains” with influx of new residents and long time residents - Only some citizens’ voices are being heard. There are “silent” citizens who are not being heard—and they should be involved in this process 	<ul style="list-style-type: none"> - Create a process to audit the issues and find out what the issues and expectations are and then the expectations could be prioritized. - A multi-faceted process to balance citizen input: focus groups, citizen meetings, surveys, - Engage citizens at every step, starting with the planning stage – for example include citizens in the process of developing a survey
<i>Citizen/stakeholder input process and resulting actions</i>		