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

AGENDA

In attendance:

1) *Forrest Whitman*
2) *Dan Smith*
3) *Mary Hay*
4) *Mike Rosso*
5) *Holly Russel*
6) *Sandy Farrell*
7) *Cynda Green*
8) *Lezlie Burkley*
9) *Lee Hart*
10) *Monika Griesenbeck*
11) *Jere Thomas—Facilitator*
12) *Emily Katsimpalis—City of Salida staff*
13) *Christian Samora—City of Salida staff*

Absent: Lisa Marvel, Gayle Davis (Thomas DeYoung no longer able to participate due to previous conflicts—making a group of 12)

➢ Group Process
  ○ Group agreements
  ○ Decision-making
  ○ Review last meeting notes

Discussion about creating a safe space started the meeting. Jere wanted to make clear that it is safe to share any opinions with the group.
Dan clarified the number of recommendations the group will make to Council (3-4)
Consensus for 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.

Also—majority rules and a quorum of 9 is needed at each meeting
Discussion of note taking/minutes began. Audio recording brought up. Audio recording is an option and is permitted for personal/internal use only (cannot be shared).
Minutes/notes will be taken by City staff. They will be sent to the group for approval. If anything is not recorded correctly, the minutes will be revised.

➢ Priority areas for the City
  o Under the umbrella of public/community engagement
    ▪ Understanding citizen needs/expectations
    ▪ Citizen/stakeholder input process + resulting actions
    ▪ Coordination of messaging
    ▪ Listening pathways (how the City is able to listen and hear issues and concerns of citizens)

The larger group was divided into 3 small groups. The groups discussed Listening Pathways, Coordination of messaging, and Understanding citizen needs/expectations from the above list for 25 minutes. In the small groups they discussed 2-3 causes for an issue in that subject and 2-4 solutions.

➢ Identifying causes and possible solutions
  o Small group work around priorities
  o Share out with larger group for input and agreement

1 person from each group reported back to the larger group at the end of the meeting:
Listening Pathways group:
Discussed that the path is clogged and that sometime you loose the path. Sometimes the pathways work well.

The City Council agenda being posted in a timely manner was brought up. Comments were that the agenda is not always posted in a timely manner and that the thoroughness of the description for the items leaves something to be desired.
Also, preliminary reporting from local press should happen earlier as the items on the agenda could have more info behind them sent to the public before going before Council.
The group mentioned the City of Sheridan and how they have a limited budget so they have a community newsletter that goes out to residents.
Also, comments on not sure what Dept head or Council member to get in touch with for appropriate/specific issues.
Recommendations/Solutions:
-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?

Coordination of Messaging group:
-Group was looking at it from a professional and personal perspective.
-There is a redundancy in efforts.
-There was a comment that it is the 'same thing with a different color'

Recommendations/solutions:
-They thought the messages weren't centralized enough and should be centralized.
-possibility of a newsletter with updates from Salida pool, Fire Dept, etc?
-Also, thought there could be better filtering for specific topics (so that one could select and receive emails having to do with specific topics—street closures, etc).
-Lee Hart recommended to look at the Town of Basalt as a model/ideal government website
-Too much info makes one zone out and disengage.
-the Audio quality of Council meetings was pointed out as an area that needs improvement.
-Recommendation to reassess the 23 diff communication outlets and streamline those

Understanding Citizen needs/expectations group
-they came to the understanding that this topic means Council members and the City administration understanding citizen needs/concerns.
-Group thought the big issue is that Salida is going through growing pains; there are many newbies as well as many natives

The group thought that the City could create a process to audit the issues and find out what the issues and expectations are
--then the expectations could be prioritized.
--A process to balance citizen input: focus groups, citizen meetings
--citizen process in developing the survey
--it would involve having everyone involved at each step of the process in creating the survey
-There are "silent" citizens who are not being heard—and they should be involved in this process

Closure of meeting Jere noted that there are two more meetings left.

Next meeting: Thursday, September 25 at 6:00pm at the SteamPlant Annex

> ➢ Best practices in communication and PR
> ○ What best practices can be applied

- ➢ Wrap Up
  - ○ What else do we need to know?

Resources and articles:
Root Cause Analysis: Tracing a Problem to its Origins:
http://www.mindtools.com/pages/article/newTMC_80.htm

Analyzing Root Causes of Problems: The "But Why?" Technique
http://ctb.ku.edu/en/table-of-contents/analyze/analyze-community-problems-and-solutions/root-causes/main