

***Community Engagement Committee Members***

Tim Cheesebrow  
Leslie Duling McCollam  
Erik Goebel  
Heather Gustafson  
Lucie Passus  
Candace Yates

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***City Council Liaison***  
Mayor Heidi Gunderson

***Staff Liaison***  
Tim Sandvik

**MEETING OF THE  
COMMUNITY ENGAGEMENT COMMITTEE  
Wednesday December 16, 2020 - 6:30 p.m.  
Vadnais Heights City Hall  
ZOOM LINK PROVIDED ON CITY WEBSITE**

**AGENDA**

1. Call to order
2. Review Minutes
3. Committee Logistics (Sandvik)
4. Review and Discuss Agenda Supplement
5. Improve Connecting Residents to Engagement Efforts
6. Next Steps
  - A. Information desired by Committee Members
  - B. Set next meeting date – January 2021
7. Adjourn

## Community Engagement Committee

*Held via Zoom*

### Meeting Minutes

November 18, 2020

**Attendees:** Mayor Gunderson, City Administrator Watson, Assistant City Administrator Sandvik, and Community Engagement Committee Members Erik Goebel, Candace Yates, Leslie Duling McCollam and Heather Gustafson.

Not present: Katrina Cole, Tim Cheesebrow, and Lucie Passus.

Assistant City Administrator Sandvik opened the meeting.

1. **Welcome:** Mayor Gunderson welcomed all to the group and thanked them all for signing up to be part of the Community Engagement Committee.
  - A. **Brief History:** Assistant City Administrator Sandvik gave a brief history on the formation of the Community Engagement Committee which was formed to enhance communication efforts between the City and its residents. Communications and engagement was set by the Council as a propriety in 2019.
2. **Introduction:** The Committee members (Erik Goebel, Leslie Dueling McCullum, Candace Yates and Heather Gustafson) and City staff, Kevin Watson and Tim Sandvik, introduced themselves.
3. **Discussion of Current City Communication/Engagement Strategies:**
  - A. **What are any potential gaps in community?**

Mayor Gunderson asked how Committee members, that are relatively new to the City, they felt they were able to plug into what is happening in the City. Candace Yates said her family's focus to moving into Vadnais Heights was because they wanted to be in the area of White Bear Lake. She said outside of Heritage Days, there was not any other information out there available to them other than their immediate neighbors. Leslie Duling McCollam said she does remember getting a new resident packet, but does remember Heritage Days.

Erik Goebel asked how the City can get correct information on the Next Door page, and get it out quickly? He suggested that the City try to better explain City processes about how things happen.

Watson said that a challenge the City faces is once it makes a post on social media, it becomes public information and we have to save the post and keep the record.

Goebel said the City needs to develop a reputation for having up-to-date and accurate information on its Facebook page.

Mayor Gunderson noted that the Council has been discussing the usage of an app.

**B. What does engagement mean to Committee Members?**

Thoughts of Committee Members:

Look at ways to intentionally engage a variety of community members to get their feedback on an ongoing basis. A way to do this would be for people to meet and build relationships with the City Council and the Mayor.

Out of the feedback, would come more areas that could be addressed.

How do we get data out whether we have gaps in equity and inclusion? City should gather information on what gaps there are?

Need to talk about what the demographic breakdown is in the City?

How do we engage people into doing a survey? How do we engage engagement of people that don't typically engage?

**2. Next Steps**

**A. Information desired by Committee Members:**

- Demographic Information
- Polco Data
- Some Facebook Data
- List of engagement activities that the Council does on a regular basis or has done in the past

- B. Set next meeting date – December 2020:** Next meeting date set for Wednesday, December 16, 2020

**Tim Sandvik**  
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## *Memorandum:*

TO: Community Engagement Committee

DATE: December 16, 2020

SUBJECT: Community Engagement Committee Meeting

**Background:** This memorandum is designed to guide continued discussion of the Community Engagement Committee by providing an outline from which to work

### **Review Minutes**

CEC meeting videos are available on the City website, but a brief set of minutes for the record are attached. Staff is happy to respond to any questions, comments, or concerns.

### **Committee Logistics**

Other standing Committees consider establishing roles for members. This may include a Chair who takes the lead on developing items with the Council Liaison and staff. Staff would like to discuss this opportunity and others with the CEC – there is no formal requirement to establish formal roles.

### **Review Agenda Supplement**

Per requests of Committee members, staff compiled the supplement for the CEC to review. This item is intended for CEC discussion, staff is happy to respond to questions, comments, or concerns.

### **Connecting Residents to Existing Efforts – Enhancing Efforts**

The November 18, 2020 CEC meeting was a good example in highlighting gaps in communication and engagement between the City and residents. Inherently, CEC members are more engaged than many residents, but by the group's own admission, members were not aware of existing efforts (including social media channels, printed newsletters, etc...). It would be helpful to staff to hear what the City could be doing differently that would have engaged sitting CEC members. Further, staff would like to hear how aforementioned (potential) efforts could be used to better engage with the community, generally. Again, this item is designed to be led by CEC members but staff will be happy to respond to questions, comments, or concerns.

### **Next Steps**

At its core, the City provides a set of programs and services. The City Council desires to ensure that all residents have access to these, and all residents have the opportunity to engage with the City. Further, there may be programs and services available to our residents outside the jurisdiction of the City, but the City may play a role in communicating those opportunities. To better understand desired content for upcoming meetings, staff is requesting C.E.C. members bring requests for information to be presented. Please remember, if between meetings, members have questions, comments, or concerns, they are strongly encouraged to contact City staff.