

## MINUTES OF METRO COUNCIL WORK SESSION

Council Chamber

March 28, 1995

Councilors Present: Ruth McFarland (Presiding Officer), Rod Monroe (Deputy Presiding Officer), Patricia McCaig, Susan McLain, Don Morissette, Ed Washington

Councilors Absent: Jon Kvistad

Presiding Officer McFarland called the March 28, 1995 Metro Council Work Session to order at 2:03 p.m.

### 1. INTRODUCTIONS

None.

### 2. CITIZEN COMMUNICATIONS

None.

### 3. EXECUTIVE OFFICER COMMUNICATIONS

None.

### 4. OTHER BUSINESS

#### 4.1 Discussion on Possible Council Newsletter

Councilor McLain discussed the need for a Council newsletter to communicate to the citizens of the region varied pertinent information. She said Lisa Godwin, Senior Public Affairs Specialist, was examining the prospects of such a newsletter including costs, how often, types of information and so on. Councilor McLain said such a newsletter would be different than the MetroLink now being published, and added Ms. Godwin was interested to discover the Council's specific ideas regarding such a newsletter.

Councilor Washington commented such a newsletter should be published and mailed out to the region twice a year.

In response to Councilor Morissette, Ms. Godwin said MetroLink currently went primarily to local governments. She said the newsletter would be more of a constituent targeted piece, while adding it could be sent to the local governments in a Councilor's jurisdiction as well.

Councilor Morissette commented he preferred that the Council work with the Executive to couple together on one piece only going out. He added that he felt before a newsletter should be sent out in behalf of the Council to their constituents the availability of resources should be examined.

Merrie Waylett, Office of Government and Public Relations, described the function and the outreach of MetroLink, and indicated it went out to local governments; chambers; economic development groups in the region; all the members and alternates of all of Metro's advisory groups; other interested parties or organizations that either participate or have an active interest in Metro activities; and as well as to an in house distribution to all Metro employees at all facilities.

Councilor Washington inquired how many publications were currently being distributed and sent out by the various departments at Metro. Ms. Waylett said she was not sure, but said most publications filtered through her office.

Councilor Washington advocated for a central clearing house system at Metro for all publications that were sent out to the public. He recommended that such a Council newsletter be piggy backed onto one or another of the publications now being sent out.

In response to Presiding Officer McFarland, Councilor McLain indicated materials would be sent out regarding 2040 and the Regional Framework Plan in the near future.

Councilor McLain indicated efforts to include Council input were currently being utilized in 2040 and Future Vision publications. She noted Judy Shioishi, Associate Council Analyst, was involved in staffing the publishing of a newsletter under the auspices of the Metro Committee for Citizen Involvement that went out to the neighborhood associations and CPO's in the region. Councilor McLain believed that the Council, however, had its own needs to have a voice and desired to make that voice known.

Councilor McCaig clarified these various publications represented the agency voice, the executive voice, the MCCI voice, and saw what Councilor McLain was interested in was a Council voice. Councilor McCaig asked whether Councilor McLain's emphasis was to express a voice for the Council or to build the Council image overall. She said she viewed the latter as being the more costly. Councilor McLain said she felt there was some of both aspects in her vision of such a newsletter.

The Council discussed whether such a newsletter might be from the Council as a whole with separate District news for each Councilor. Councilor McCaig expressed concerns regarding the cost potential considering the number of constituents in each Councilor's district, noting there were 140,00 residents in her district, District No. 7.

Councilor McLain asked the Council to give direction to Ms. Godwin, indicating she had received previous direction to determine costs and perhaps now the Council was less interested in having her do so.

Councilor Morissette suggested utilizing the current processes would be a viable solution, which he said would leave the current budget intact. He recommended piggybacking onto MetroLink with some specific information from the Council regarding their districts on an as desired basis.

Councilor Washington asked for specific information regarding costs, timelines for publication and mailing of the current publications, such as MetroLink.

Ms. Waylett offered the thought that piggybacking onto MetroLink, for example, would add more time and more cost to the current project.

Councilor Washington suggested should a publication being sent out regarding Region 2040, for example, that the offer be made to Councilors to include something should they wish to make a comment in the publication.

Councilor McCaig said it was her understanding that in the previous budget discussion it had been decided that the individual Councilor expense accounts be set to include funds for individual Councilor newsletters. She asked Ms. Godwin what direction she felt she had been given. Ms. Godwin said it was her memory that the Council was interested in costing out such a newsletter, and noted that the size of the mailing list for each district was a matter to be dealt with; should it be 10,000 or 20,000 for example, in view of the fact that some districts had as many as 140,000 citizens.

Ms. Godwin suggested a draft of a Council newsletter might be helpful for the Council to review and consider.

Councilor Morissette requested that drafts of newsletters of any nature being sent out from the agency be channeled through Councilors in order that Councilors might be given an opportunity to participate if so desired.

In response to Councilor Monroe, Ms. Godwin said a follow up piece on the Regional Framework Plan and 2040 was due to be sent out next month which included Councilor quotes. Councilor Monroe asked if it would be possible to design publications such as the Region 2040 piece in such a way so as to insert a section individualized to specific Councilor with a picture, the Councilor's name and a quote, and then sort them for mail related to that individual Councilor's district as well. He suggested the added cost of the production of that insertion be borne by the Councilors' individual expense accounts, but that the mailing cost be continued to be borne by the agency.

Ms. Waylett agreed to evaluate that workability as suggested by Councilor Monroe.

Presiding Officer McFarland agreed a mock up would be helpful.

Ms. Godwin noted the 2040 newsletter would go to 50,000 constituents in the region, which she also compared to individual districts.

Councilor McLain noted it did not appear the Council had reached consensus.

Councilor Washington emphasized the need for a central clearing house for the agency.

Councilor Monroe indicated he was interested in educating the constituents in his district as to which Metro district they were in, who their Councilor was, and how to contact that Councilor.

Councilor McCaig believed it was unlikely that an effective penetration would be made with the dollars available. She noted a Greenspaces mailing was costing the agency \$85,000 for a three time only mailing. She supported using the existing resources coming from the executive.

Councilor McLain asked that direction be given to staff to do a mock up and to evaluate the costs for a mailing to 20,000 people three times a year.

Councilor Morissette noted the costs for mailing alone could be about \$18,000. He suggested some preparation be done with a view toward a district pre-sort on an as available basis, piggybacking on a mailing already in the works to go out from the agency. Councilor Monroe agreed and felt that work could be done within the existing budget.

Councilor McLain expressed her desire continued to get out a Council newsletter with the Council expense accounts.

Presiding Officer McFarland directed Staff, if time constraints did not get in the way, to produce a mock up of a Council newsletter.

Ms. Godwin felt a mock up would not be too time consuming. She said Ms. Waylett offered to check with some mail houses to determine what 20,000 pieces per district would cost.

Ms. Godwin agreed that more quotes from the Council printed in publications in process should be included.

Councilor Monroe asked if it were possible to consider costs for Councilors to piggyback with a district emphasis and individuality on publications to be sent out.

Ms. Godwin said that as projects came up she would do so and bring the information to the Council.

#### 4.2 Discussion of Administrative Code Rule

Councilor McLain said she felt it was important to discuss the Administrative Code Rules represented in proposed Ordinance No. 94-580A, which had been recommended by the Governmental Affairs Committee on October 25, 1994 for adoption by the full Council.

Presiding Officer McFarland asked that the subject be discussed in further depth at a later work session.

#### 4.3 Updated Metro Slide Presentation

Ms. Waylett gave a slide presentation about Metro, its services, facilities, educational programs and activities. She said this slide show was an updated version of a previous show. Ms. Waylett said a script was available if the Councilors desired to utilize it. She suggested Councilors who might be interested would be able to borrow the show on as desired basis, and suggested that they contact Susan Lorain, Administrative Secretary, x1510 to obtain the presentation.

Councilor McLain asked that a simple short title be referenced in the show so that using the script would not be necessary and an extemporization of the material could be done.

Councilor Morissette suggested for his purposes that information regarding the building be deleted from a version of the show as well as the tax base references.

Councilor McCaig asked that modifications to the way the structure of the organization is represented; i.e. the Executive and the Council and how they function.

Councilor Washington asked that more slides showing persons of color be included.

Councilor McCaig felt some of the Zoo slides could be removed.

Ms. Waylett said changes would be incorporated and would be ready soon.

Councilor Monroe agreed a better way of showing the structure concerning the Council and the Executive would be in order.

Councilor Morissette reiterated his concerns

### 5 COUNCILOR COMMUNICATIONS

#### 1. Speakers Bureau

Councilor McCaig asked for further information regarding coordinating an approach to facilitate Councilors with regard to the speakers bureau. Ms. Waylett said a joint staff meeting between Council Staff and Executive Staff was being undertaken at 9:30 a.m., Wednesday, March 29, 1995.

Presiding Officer McFarland suggested a hierarchy be used in determining which Councilor to contact regarding a particular speaking engagement in the following order, and, if the Councilor contacted was not able to schedule the engagement, to go to the next contact.

1. contact the Councilor in whose district the event was to occur;
2. contact the Councilor who was the Lead person in the subject matter involved;
3. contact the Presiding Officer for further information and assistance.

- Master Speaking Engagements Calendar
- Clipping Service

Councilor McCaig asked about putting together a master calendar which would give information regarding speaking engagements in the region, where, when and who.

Councilor McCaig also indicated she was interested in what was being published in the region on an ongoing basis. Councilor McCaig asked whether she might be permitted to volunteer to develop a work plan for review by the Council for such a clipping service to be developed utilizing Council Staff time that would involve a .25 FTE or .125 FTE. Presiding Officer McFarland agreed and noted a similar service had existed previously.

Councilor McLain noted a list containing information about speeches given regarding with 2040 had been developed. She asked that such a list be made available to all Councilors. Presiding Officer McFarland concurred.

Ms. Waylett noted a previous audit of the Department of Public Affairs had resulted in a recommendation that Staff not do clippings as it was too time consuming. She noted a departmental merger then occurred followed by a staff reduction. She said they did have a subscription to Allen's Clipping Service from which a packet was made. She felt working with Council Staff might help facilitate regular distribution of such a packet.

Ms. Waylett said the Office was interested in meeting the Council's need in this matter, and felt help from the Council Staff would be beneficial.

- Main Street Advisory Committee

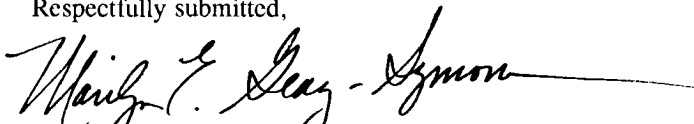
Councilor McLain announced she and the Planning Staff wished to invite the Council to a joint meeting of the Council and the Main Street Advisory Committee to be held on April 27, 1995 from 3 p.m. to 5 p.m. in meeting Conference Room 370 A & B.

6. LEGISLATIVE ISSUES

None.

There being no further business, the meeting adjourned at 3:42 p.m.

Respectfully submitted,

  
Marilyn E. Geary-Symons  
Council Assistant