



Community Involvement & Cable TV Commission Meeting Agenda
City of Whitewater Municipal Building
City Manager's Conference Room- 2nd Floor
312 W. Whitewater St.
Whitewater, WI 53190
Monday, March 16, 2020
5 p.m.

MEETING CANCELLED - 3/16/2020 AT 1:00 PM

1. Call To Order And Roll Call

2. Schedule Next Meeting Date And Time

Doodle Poll after meeting

3. Approval Of January 28, 2020 Minutes

Documents:

[COMMUNITY INVOLVEMENT MINUTES 01-28-20.PDF](#)

4. Share Current Event Information

5. Discussion

1. Census Discussion
2. Discussion of Boards and Commissions plan
3. Polco questions

6. Schedule Future Meeting Topics

7. Adjournment

Anyone requiring special arrangements is asked to contact the PR & Communications Manager at (262) 473-1387 kmickelson@whitewater-wi.gov at least 72 hours prior to the meeting.

It is possible that members of, and possibly a quorum of members of, other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information over which they may have decision making responsibility.

No action will be taken by any governmental body at the above-stated meeting, other than the governmental body specifically referred to above in this notice.

Submitted by Kristin Mickelson, PR & Communications Manager



Community Involvement & Cable TV Commission Meeting
Municipal Building-2nd Floor
Cravath Lakefront Room
312 W Whitewater St
Whitewater, WI 53190
January 28, 2020
5:00 pm

MINUTES

1. Call to order and roll call.

Meeting was called to order by Lisa Dawsey-Smith at 5:02 pm. The meeting was held in the Cravath Lakefront Room on the 2nd Floor of the Municipal Building, Whitewater, WI 53190.

Present: Brienne Brown, Lisa Dawsey-Smith, Mark Dorn, Miguel Aranda, Alayna Mitchell

Absent: New member- Amos Mallone, Matthew Schulgit

Others: Kristin Mickelson- PR & Communications Manager, Ricardo and Patti- Census, Cameron Clapper- City Manager, Patrick Singer- City Council President, Michele Smith- City Clerk.

2. Approval of November 26th Minutes.

Brown moved to approve. Second by Mitchell.

Aye: All via voice vote (5)

Nay: None

3. Schedule next meeting date and time.

All agreed making a Doodle Poll tends to be the best option for all to pick a date, tentatively March in order to meet every other month rather than quarterly and to find a date with Cameron Clapper or Steve Hatton as city staff to fill in for Mickelson while on maternity leave.

5. Discussion

b. Duties of this Body

- i. Singer started the conversation with a description of the committee. He stated Mickelson's job was created to be more well-rounded and to disperse info and media in multiple methods. He stated the committee was a way to have a sound board and get messages out within and around the city but also to help with recruitment of boards and commissions. What is the process, How does this body support and help all boards, how do we cultivate and grow boards and commissions, does the application need assistance/changes? Currently openings are posted in main entrance of building, the website and the paper but what else can we do? How do people know if there is ability or room to apply for a specific position? Is there a deadline? What is a welcoming process? How can we encourage more people to join? Jim Allen joined the audience at 5:09pm. Singer went on to mention that this board can make recommendations to the council. What should on boarding look like? What is the standard? How do we hit the ground running? What is the ongoing appreciation for members (picnic/luncheon/proclamation), celebrate tenure? What is the cycle to find someone to serve? How can we set people of up for success? How do we vet before council meetings and help with main streaming the process? How do we get more people engaged?
- ii. Dawsey-Smith asked what the process for this body to meet more frequently. Singer stated there is room for this change in the ordinance and the body can in fact meet more regularly.
- iii. Dawsey-Smith asked about explicit verbiage for a community engagement guide and if there is funding. Clapper stated that city staff can create web pages and make publicly available as

needed. Mickelson asked what the first steps needed to be. Dawsey-Smith asked to table the conversation due to additional guests who needed to speak on another topic. She also asked Clapper to speak about the Hispanic outreach at a later date.

- iv. Singer, Clapper and audience member Allen left at 5:13pm.
- a. Census
 - i. Timelines- Patti and Ricardo for questions. Patti started the discussion stating the Census counting has begun in Alaska. In February, there will be group quarter counting. This includes prisons, college dorms, senior centers, treatment centers, etc. Where people may not have actual addresses. April 1st is the actual Census day where they take the count of where you live on that date. Field operations reach out to contact group quarters and facilities like dorms so if any new buildings were built in the past year, this is the time it is counted. Group quarters are counted by paper forms, online and a census taker). Homelessness counting is then considered by service-based enumeration (food banks, soup kitchens, shelters, etc.). Also, non-traditional areas like motels, arenas, campgrounds, RV's, living in cars, parks, under bridges, etc. are counted. Field operations try to find and count all of them by April 1st. Dawsey-Smith asked if the city supplies a list or spread sheet of this information to the field operations and Patti stated no, they will reach out to the UWW and work directly with housing. This body can help give the name and info of groups that may be in this category to help the field operations reach out to them to be counted.
 - ii. Deb Weberpal joined at 5:23p
 - iii. Patti made mention to March 12th when letters to invite people to self-respond will be sent out. A copy of the letter and partner materials are available on the website to share in 10 languages. May 1st begins canvassing for those who did not self-respond. 82% responded in our area in 2010. 500,000 to 800,000 will be employed by the Census in total, 8,000 to 10,000 will be employed by the Census in Wisconsin. The Census needs bilingual speakers- they do not have to be citizens. Workers get \$17 an hour for about 20 hours a week. There will be 3 to 5 recruiting assistants in this area for jobs followed by Census assistance centers. Ricardo is available to speak in groups in area in Spanish. He can field questions like the citizen question, translations, recruiting (the last census had about 4,000 people who were not citizens were hired to help with translation for those who do not speak English). He will follow-up with all contacts in the area for those in need of a Spanish speaking census employee.
 - iv. Dawsey-Smith mentioned Whitewater is a rural community with urban feel and the population is more diverse but response rate is going down. Brown asked if Ricardo if he needed church and group names provided to him. He said that would be great and Dawsey-Smith is going to supply. Faith based orgs are vital to get in and to speak as often as needed and Ricardo can do so. Patti is working with UWW Chancellor with who to talk with to help students.
 - v. There are fraud forms and they are worried seniors will not know the difference. Weberpal stated that students with Bridging Technology will help in March at the Senior Center. There is also a national item called Generations online that can help with details and how to fill the form out.
 - vi. Patti stated she will try to get more materials to share to print and give at the winter market and may come to Freeze Fest on Feb 8. Dawsey-Smith asked if hard copies can be handed out for absentee voters at elections and asked M. Smith how many copies would help and would be most relevant. M. Smith stated that election items were already picked up but we can print more items for awareness and have them at the polling places. Patti stated more things can be printed and sent to M. Smith in order to avoid scams and confidentiality. M. Smith made mention to over 260 absentee voters but about 150-175 typically turnout and that would be sufficient for copies. Dawsey-Smith asked about Seniors in the park-if they need items printed or speakers. Ricardo mentioned he will gladly give out information for all locations including gas stations, banks, restaurants, wherever people gather. Mitchel mentioned the food pantry and Dawsey-Smith mentioned the community space. Mitchell asked if someone can come to the UWW-Student Government. Dawsey-Smith said she would connect with her and do so. Patti stated it was important to share information from this body rather than Patti and Ricardo as this body is recognized within the community and there would be more trust. There is a media specialist in Jefferson County who can assist with press releases and spreading the news as well. Dawsey-Smith will continue to get materials for all groups including seniors, UWWSG, Hispanic population, voters, school district for registration, etc. Patti and Ricardo left at 6pm.
- a. Duties of this body

- i. Dawsey-Smith continued the conversation about Boards and commissions. Forms and ideas for feedback. What would be useful or what may not work. Asked M. Smith if there has ever been a survey taken. Maybe ask current members of boards and commissions why they serve and how they found out about it? How they felt about the process? Should we have Polco questions? Forms to ask questions? Mickelson made mention that a button or spot on the website can be created to allow for questions along with Frequently Asked Questions. Dawsey-Smith mentioned a good start may be Polco questions and survey of current members responses back to M. Smith.
- c. Polco
 - i. Ask if it is appropriate to increase price for shoveling after snow fall if after time period in ordinance. Find out what citizens know about this ordinance and get feedback.
 - ii. M. Smith asked if we can see what people think about food trucks in the downtown area. Brown discussed that she and Clapper discussed designated locations and were working on samples of an ordinance and asking in Polco what people what they think of designated streets may be good.
 - iii. Weberpal asked about the accreditation meeting
 - iv. Brown asked about Arbor Day questions and she will get back to Mickelson.

4. Share current event information

- a. Freeze Fest- Feb 8. 11a. Judges for chili so far are Cameron Clapper and Aaron Raap.
- b. Community Calendar on the banner is going well- can add info to this location
- c. April 24th inauguration of chancellor and community engagement grand opening
- d. Feb 3- state of the union 3p
- e. April 30- civic summit- community space 5p-8p
- f. March 21- Whitewater Collects
- g. April 24- Arbor Day
- h. April 15- Marty Schreiber Day- Alzheimer's Awareness
- i. March 23-27 spring break

6. Future Meeting Topics

- a. Current Events

7. Adjournment

- a. Dorn moved to adjourn meeting at 6:21 p.m. Second by Aranda.

Submitted by Kristin Mickelson, PR & Communications Manager