



Charter Review Agenda Subcommittee Minutes

January 30, 2014

Chair Baarsma called the meeting to order at 5:30 p.m.

Committee Members Present: 6 Baker, Leighton, Merritt, Miller, Ushka, and Chair Baarsma.

Committee Members Excused Absence: 0

Approval of the January 16, 2014 Minutes

The minutes for January 16, 2014 were not ready for approval.

Communication Plan

At approximately 5:35 p.m., Gwen Schuler was called on to discuss the communication plan for the Charter Review process. Maria Lee is the point person. Ideas were presented for getting information to the public and engaging the public to understand what the charter review process is. Discussion ensued regarding the draft framework plan and how the communications plan will serve a holistic approach, using many different ways to reach many different targets, than it has in the past. Send categories to be included to Jeanne Harris. Assumptions are to use low or no cost alternatives to keep the citizen’s informed and using a broad spectrum of vehicles within the cost constraints. Jeanne is working up a budget. Discussion ensued regarding ways to use utility inserts, robo-calls. About the budget what would be the most robust budget we can afford. Study circles, structured conversations about key issues of the charter, ask people to convene small discussions in their neighborhood, have posters at grocery stores, etc. What is the message, why does this matter, we should have a messaging discussion with the committee. What is the core message? If people walk away with one thing from this process, what is it? How your city works (Miller). Community summits, Urban Land Institute model of community gatherings, community summits (Rudat format). What do we want to see Tacoma be in 20 years?

Video snippets as to why you are on the committee. Keep communications straightforward without nuance. As a matter of process, input goes to Jeanne and Jeanne forwards it to Maria. Justin will present the draft plan to the committee.

Schedules of meeting topics for Charter Review

At approximately 6:12 p.m. discussion ensued regarding when topics would be presented.

Brainstorm speakers for the Charter Review Committee meetings on different charter topics

At approximately

Public Comment

No public comment.

Name	Address/Affiliation
------	---------------------

Committee Comments

No Committee Comments

Adjournment

Chair Baarsma adjourned the meeting at 6:58 p.m.

Bill Baarsma, Chair

Jeanne Harris, Charter Review Liaison