

City of Montgomery
Governmental Affairs Committee Minutes
January 14, 2019

Present

Brian Riblet, City Manager
Matthew Vanderhorst, Community and Information Services Director
Faith Lynch, Community Engagement Coordinator
Connie Gaylor, Clerk of Council

City Council Committee Members Present

Gerri Harbison, Chair
Lynda Roesch
Craig Margolis

Guests and Residents

Mimi Razor, President, Razor Marketing
Becky Fickenworth, Project Manager, Razor Marketing
Joelle Angel-Chumbley, Creative Lead, Kolar Design
Steve Silverman, Resident
Roberto Rivera, Visitor

The Governmental Affairs Committee of Council convened in Council Chambers at 4:30 p.m. with Mrs. Harbison presiding.

Community Leadership Forum Agenda Update

Ms. Lynch stated to the Committee that as of this date there were 33 registrations for the Community Leadership Forum. She stated that the people invited were not at the MCLA 2.0 session and may not be familiar with the Branding and Imaging Campaign.

Ms. Lynch reviewed the proposed agenda with the Committee to receive feedback on the order of the meeting. The Committee agreed with the agenda as drafted.

Joelle Angel-Chumbley with Kolar stated to the Committee that the Branding and Imaging Campaign is now in Phase 2 which is the phase that the brand, messaging, and graphics is selected. She presented the Committee with examples of other benchmark cities brands and discussed the pros and cons of each as compared to the suggested designs for the City.

Becky Fickenworth, Project Manager for Razor Marketing, stated to the Committee that Kolar's creative role is seen through graphics, whereas Razor's is seen through words. She discussed the messaging platform of Phase 2 with the Committee and explained that it is the overarching message that is meant to evoke emotion, capture the spirit of the City, and to differentiate the City from others.

Ms. Angel-Chumbley led the discussion and review of the typography, fonts, color palettes and taglines for each of the designs presented. The Committee provided feedback on each aspect of the discussion and made recommendations to streamline the designs and presentation to be presented to the full City Council at the January 23 Special Session of Council.

Ms. Razor thanked the Committee and staff for allowing them time to share their presentation and for the Committee's feedback. They stated they would incorporate the edits and update Ms. Lynch with revisions prior to the Special Session of Council.

Surplus Property Disposal (Community and Information Services)

Mr. Vanderhorst explained that the provided list outdated computer equipment was no longer of use to the department or City. He stated that the equipment does have value as parts and if approved would be listed on GovDeals.com for auction.

Mr. Margolis made a motion to declare the list of computer equipment as surplus and to proceed with the sale of it on GovDeals.com. Ms. Roesch seconded. The Committee unanimously agreed.

Service to the Community Grant Update

Ms. Lynch provided a brief update on the 2018 Service to Community grant awardees. She stated that 2018 was the second year that Sycamore Junior High School had received the award to help with a neighborhood clean up day. She explained that due to a lack of participation on the scheduled date that the money was not used, however, after conversations with the school representative, she recommends allowing them to use the money for the next years event in 2019.

The Committee agreed with Ms. Lynch's recommendation to allow Sycamore Junior High School to defer the money until the fall of 2019.

Ms. Lynch stated that Operation Give Back reported a total of 38 WeTHRIVE! Food Bundle Packs being distributed to 35 Montgomery area families with the grant award that they received. She stated that Elaine Hipps was very appreciative of the funding.

Ms. Lynch reported that there are no recommended changes for the 2019-2020 grant guidelines at this time.

The Committee thanked staff and Ms. Lynch for their coordination of the grant program and feels it is still a good form of community outreach and support.

Other Business

Mr. Riblet stated that he and Ms. Gaylor had completed the compilation of edits to the Rules of Council as provided by the Committee at the December 10, 2018 Committee meeting and had sent it to the Law Director for review. He stated that if received by the Law Director in time, the revised document would be distributed with the Work Session packet and if not, it would be placed at the chairs of Council at the January 23 Work Session meeting.

Ms. Roesch stated to the Committee that she would not be at the February 11 Committee meeting.

Mr. Riblet reminded the Committee that the 20-year anniversary of the 1999 Tornado would be coming up on April 9. He stated that although staff has completed the podcast recordings regarding this event, that he wanted to inquire if they would like to have additional recognition of the event.

The Committee stated that they felt additional recognition would be nice.

Mr. Riblet suggested a proclamation to be read at City Council with a light reception for survivors and family members of the tornado. He stated that he felt it would be nice to have the Police Chief and Fire Chief speak about that day.

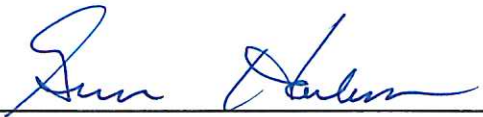
Mrs. Harbison recalled what was done at the 10-year anniversary and stated that a brief ceremony at the rock memorializing the event would be nice as well.

Approval of Minutes

Mr. Margolis moved to approve the December 10, 2018 Government Affairs Committee minutes. Ms. Roesch seconded. The Committee unanimously agreed.

Adjournment

Mr. Margolis moved for adjournment. Ms. Roesch seconded. The Governmental Affairs Committee of Council meeting was adjourned at 5:35 p.m.



Chair