

Corey Middleton, Mayor  
Paul McCoy, Mayor Pro tempore  
Colleen Baker, Councilmember  
Drake Davis, Councilmember  
Duane Kegg, Councilmember



Jason Ledbetter, City Manager  
Rhetta Hogan, Asst. City Manager  
Emily Aldrich, Finance Director  
Matthew Bray, Public Works Director  
John Elsnab, Human Resources Director  
Mark Gilman, Police Chief  
Andrew Jared, City Attorney  
Jerry Lemos, Fire Chief  
Juliana Lucchesi, Com. Development Director  
Cyndy Prohaska, City Clerk

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**YREKA COMMUNICATIONS AD HOC COMMITTEE MEETING AGENDA**  
**Tuesday, January 23, 2024 - 4:00 PM**  
**Yreka City Council Chamber, 701 Fourth Street, Yreka, CA**  
**Phone 530-841-2386, Facsimile 530-842-4836, email: [cityclerk@ci.yreka.ca.us](mailto:cityclerk@ci.yreka.ca.us)**

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The full agenda packet can be found on the City's website at [www.ci.yreka.ca.us/AgendaCenter](http://www.ci.yreka.ca.us/AgendaCenter). Copies of all staff reports and documents subject to disclosure that relate to any item of business referred to on the agenda are available for public inspection 24 hours before each regularly scheduled meeting at the City Clerk's office at City Hall, located at 701 4th St, Yreka, California during normal business hours. Any writing that is subject to disclosure that relates to an agenda item for open session distributed less than 24 hours prior to the meeting will be available for public inspection at the City Clerk's office during normal business hours.

Materials distributed to committee members less than 24 hours before a meeting will be available for public inspection on the City's website at [www.ci.yreka.ca.us/AgendaCenter](http://www.ci.yreka.ca.us/AgendaCenter).

**1. 4:00PM CALL TO ORDER AND PLEDGE OF ALLEGIANCE:**

The Communications Committee is an ad hoc subcommittee consisting of two (2) councilmembers, Committee Chairperson Colleen Baker and Mayor, Corey Middleton, the City Manager, and the City Clerk. The purpose and responsibility of the Communications Department Ad Hoc Committee, with consultation from city staff, is to review communication channels with the public and residents who have varying levels of access and that the City better understands and is able to disseminate information and communicate effectively within the vast preferences for how, when, where, what and why for understanding; and, the committee shall advise and make recommendations to the City Council on matters related to the effective communications that includes visual, oral, print, digital, multilinguistic and where residents are able to engage with the City reciprocally utilizing many of these tools.

Call to order by Committee Chairperson Councilmember Colleen Baker.

**2. PUBLIC COMMENTS:**

Public participation is limited to those items listed on the agenda.

If your comments do not concern an item listed on this Agenda, please address the City Council at the next regular meeting.

The City requests that persons addressing the Communications Committee refrain from making personal, slanderous, profane, or disruptive remarks.

Committee Members, when recognized by the Committee Chair, may ask questions from the presenter but no action may be taken by the Committee during the public comment section of the meeting. Under the Brown Act, the Committee is prohibited from discussing or taking action on any item not listed on the posted agenda.

- Please speak into the microphone from the podium. The podium electronically adjusts up and down to accommodate speaker.
- Please state your name for the record prior to providing your comments.
- Please address the Committee as a whole.
- If you have documents to present, please provide a minimum of four (4) copies. These become a public record.
- Please limit your remarks to three (3) minutes.
- Since the Committee is unable to take action on issues not on the agenda, your matter may be referred to staff for follow-up or be placed on a future agenda.

Public comment period is **not** intended to be a “Question and Answer” period or conversations with the Committee or City staff.

### 3. **SPECIAL PRESENTATION (none)**

### 4. **OLD AND NEW BUSINESS**

*City Manager and Staff*

- Title:** Project updates on ballot measure initiative and communications.
- Title:** Discussion and feedback from City Manager’s newsletter.
- Title:** Discussion on Fall Creek Incident and Public Outreach, Councilmember Baker requested an update from PW Director on outreach.
- Title:** Development of Mission Statement, Objectives and Timeline of Deliverables.  
City staff will discuss with committee members mission statement, goals and objectives for the committee along with measurable desired outcomes.

Continued discussion on communications policies.

- Informational:** Closed Captioning Transcript from the September 28, 2023, Communications Meeting.

### 5. **FUTURE DISCUSSION:**

### 6. **CITY MANAGER/STAFF REPORTS:**

City Manager and Staff may make brief announcements or reports at this time.

### 7. **COMMITTEE MEMBERS REPORTS, STATEMENTS AND REQUESTS:**

*AB 1234\* Conference and Meeting Report (verbal, if any) \*(In accordance with AB 1234, Committee members shall make a brief report or file a written report on any meeting/event/conference attended at City expense.)*

Committee members may make brief announcements, reports, or request staff to report to the Committee on any matter at a subsequent meeting.

### 8. **ADJOURNMENT:**

*In compliance with the requirements of the Brown Act, notice of this meeting has been posted in a publicly accessible place, 24 hours in advance of the special meeting.*

*The City of Yreka does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disability, or any other legally protected classes in employment or provision of services. In compliance with the Americans with Disabilities Act, those requiring accommodations for this meeting should notify the City Clerk 48 hours prior to the meeting at (530) 841-2386 or by notifying the Clerk at [cityclerk@ci.yreka.ca.us](mailto:cityclerk@ci.yreka.ca.us).*

AFFIDAVIT OF NOTIFICATION AND POSTING  
STATE OF CALIFORNIA)  
COUNTY OF SISKIYOU) SS  
CITY OF YREKA )

I, Cyndy Prohaska, City Clerk for the City of Yreka, hereby declare under penalty of perjury that a copy of the above Agenda of the Regular Meeting of the Ad Hoc Communications Committee for the City of Yreka, California, was delivered and/or notice by email not less than 24 hours, before the hour of 4:00PM on January 23, 2024 to the members of the governing agency, and caused the agenda to be posted on the City's website at [www.ci.yreka.ca.us](http://www.ci.yreka.ca.us) and posted at Yreka City Hall, 701 Fourth St., Yreka, California.

/s/: Cyndy Prohaska

16:10:56 She's here to kind of give. The overview of the communication, for polling and what's to come and then answer any questions.

16:11:07 About this process.

16:11:12 Thank you so much. For that and I read I can I can try to share my screen although I did send you the slides in case.

16:11:28 We have any technical issues here. Okay. I think your audio, I may have resolved it, if you want to try your audio one more time.

16:11:40 I couldn't quite hear you, but right now I cannot share my screen. Oh, now I can't.

16:11:54 Rochelle, I'm gonna move the phone away from the mic and do you wanna just attempt real quick to try your audio one more time?

16:11:55 It sounds like, So did on our end. Yeah.

16:12:04 Can you guys hear me?

16:12:06 Yep, perfect.

16:12:08 It's a little hard to hear you and I have a little bit of an echo. And now I just turn my phone off.

16:12:16 So let's see if that helps. Can someone say something on your end?

16:12:24 I can't hear you guys.

16:12:21 Check, check, can you hear us? Hello? Hello. That would be a volume issue on brand.

16:12:32 Hello, hello.

16:12:33 She may need to turn her volume up on the computer. You have to type that out too, I think.

16:12:42 I guess I'll call back in.

16:12:41 We can hear you. Just, Oh.

16:12:49 I can put her on. I think she's good. She just needs to turn the volume up on her computer.

16:12:57 Okay, Rachel, go ahead. Can you hear me?

16:13:01 Could you ask her to just try the computer one last time? Can you try the volume on your computer just one last time?

16:13:08 Sure, we need by phone here.

16:13:16 Hello? Can you hear me? No, I hear you. Hey.

16:13:19 Yeah, can you hear us? Alright, yeah. Okay.

16:13:27 That's much better. Great. Hi, good afternoon, everybody. Okay, let's see if I can share my screen.

16:13:34 It has been one. Technological nightmare after, the other. This week for me.

16:13:42 Can you guys see my screen?

16:13:44 Yeah, yes, and no way we're blaming it all on the harvest moon this week.

16:13:48 Okay, so I as I'm sure you all know, we recently completed, Meaning with, Gene Bragman and associates who's a, a veteran pollster with a lot of expertise in particularly when in smaller communities.

16:14:09 A survey of likely voters to understand what The understanding is of the emergency response services. And and also to understand you know what the appetite might be for a locally controlled funding measure.

16:14:29 Before voters. So, I'm gonna run through this quickly because I know you have a lot on your agenda but like I do have a number of slides here.

16:14:38 This was the first slot one of the first questions we asked. Actually, the first question, yes, I did not put a slide I should have.

16:14:44 I was to ask people what they thought, how good a job they think the city, the police and the fire department are doing the fire department the highest marks with 89% think the fire department is doing a really good job.

16:14:59 Over 80, 80% think police department is doing a great job and the council as typical across the state, not, you know, specific to you guys.

16:15:12 It's, less than that, but. Only 20% of the population think that the city is not doing good job.

16:15:22 So that's actually quite good. This was the next question, which is right to the meat of the matter, to ask people how much need they think there is for additional funds to improve local firefighting services.

16:15:36 And you can see this is not a bad place to start. This is before they heard any information.

16:15:41 So, you know, you have almost 80% of the people thinking there is great or some need.

16:15:48 For that. Then we asked them specifically about maintaining adequate emergency medical services. And again, we see the same kind of.

16:15:59 Sentiment there. With very few people thinking that there's no or little need.

16:16:05 Then we asked the question, the actual ballot question for a, one cent sales tax.

16:16:12 And here are the answers. A combined definite and probably yes of 60% which is a very fine place to start.

16:16:24 And then we will ask this, we ask the question again at the end after we give them some information.

16:16:31 So. We also wanted to ask before we gave him much information how many people knew. Volunteer versus paid firefighters and you can see here, 70%.

16:16:42 Of voters do not know that. Firefighters are all volunteer. So that's pretty significant.

16:16:55 We then ran through. A series of, issues that we asked their opinion and they thought they were very important, somewhat important or not too important.

16:17:07 So this one was about how the percentage of volunteer firefighters that we have lost. And that we no longer have enough and you can see people, 70% of the population think that's pretty important.

16:17:25 The number of the percentage of 9 1 one calls that are for medical emergencies and the impact of not having enough funding.

16:17:35 Could result in slower response time. This was a very credible statement to your voters. With 83% saying that this was This was believable to them.

16:17:49 We also talked about how vulnerable the city is, and how important to wildfires and we cited recent wildfires.

16:17:59 I'm giving you very, abbreviated versions of the questions that we asked here just because we can fit it all on the slide.

16:18:06 But you can see that people do feel that this is a credible issue as well that professionally trained firefighters are very important considering how where the city is located.

16:18:18 We talked about the increase over the last 20 years in emergency calls and the fact that both facilities and staffing are inadequate and you can see that 91% of voters think this is a serious problem.

16:18:32 We also specifically mentioned the fire station. We got into some very specific information about the needs of the fire station and the kinds of repairs that are necessary for a nearly 100 year old facility and people agree.

16:18:46 This is a serious problem as well. People agree that Fire protection and emergency medical response services are too important to rely solely on volunteers.

16:18:59 And so then we ask them again. With the second ballot and We jumped to, up to 66% support with, making a dent in the,

16:19:18 In the definitely no column and as well from the folks who. You know, we're uncertain. So that's a really quick rundown of, the polling.

16:19:32 So in terms of our plan going forward. There's clearly you know if people are.

16:19:44 Going to raise, agree to raise additional revenue. This is the issue around which they would be willing to raise it.

16:19:51 People think that you know the emergency service personnel is doing good job they think the issues are important they did not understand until they heard it that all of the staff are volunteers for the firefighter department, but for the chief.

16:20:10 And they think they end they would be willing to support a revenue measure to address these issues. So we've put together an outline for How we will get information out working with city staff.

16:20:27 And we're here we are with the timeline. And we, in addition to briefing key stakeholders, the informational messaging based on the polling is being crafted with Basic fact sheet, and an FAQ, that information will be on the city's website once it's all finalized and approved by city attorney.

16:20:55 And as well as other existing city communication channels that we can where it makes sense for us to share information.

16:21:04 Then beginning, getting further into the fall, additional outreach to other key stakeholders and putting together a first informational mailer to that would go to all registered voter households in the city.

16:21:22 Explaining the challenges the city is facing. Explain some of the issues that you we tested in the poll and letting them know that the city is considering a revenue.

16:21:34 For November of 2024. And how to find out additional information on that. And then the drafting of that, of the actual ordinance and resolution that will need to enact it for the City Council to review and discuss would happen later in the year and as public 8 outreach would continue.

16:21:57 And finalizing a resolution ordinance. In the spring. It will have to be adopted no later than July third.

16:22:11 I think that's a hundred 25 days before the election. That's the county requirement and an informational outreach would continue letting voters if the city council does adopt it in place it on the ballot for consideration letting voters know what it would do and how to vote and how to access more information about it.

16:22:32 And then additional mailer with that information to follow. And that's just a real sort of high.

16:22:40 High 30,000 foot view of the planning with a lot of conversation with your city manager and city clerk and and

other key stakeholders in particular within the fire department about how we communicate with residents who You understand the issues, but there's a lot of information they still don't know.

16:23:06 And with that, happy take any questions.

16:23:11 Thank you so much. This is a Jason Led better. I just wanted to add on to that as you can see, Led better. I just wanted to add on to that.

16:23:21 As you can see, there's a lot of community outreach. Richelle is going to facilitate.

16:23:24 The percentage of that and work with us. With the contract that we have, but ultimately We have, moved forward with, Jay Perkins who does the social media outreach campaign for being ready for fire over the summer.

16:23:41 If you guys see that on the grapevine. He is going to be, he's contracted now.

16:23:49 I'm not sure if that's official, but we're getting very close to getting an official contract where he would come on and basically facilitate a huge educational campaign on social media.

16:23:58 Just talking about the history of the department. And some of the needs and then ultimately As we go through and have the needs assessment for the new facility that we have in MR contracted to site and get to 40%.

16:24:15 We see a need there with somebody to help Jerry because Jerry as the fire chief is still responding to medical still responding to these fire calls having to organize all of the volunteers.

16:24:26 Needing some administrative kind of relief. We're bringing Phil Anzo on who was the unit fire chief for Cal Fire.

16:24:34 He's going to help facilitate that and then help facilitate with Jerry. The needs assessment for what paid staff would look like.

16:24:43 So we're taking this extremely seriously. We only get one opportunity to educate the public. And we're putting, I guess, all the pieces in, order before in enormous educational outreach starts here in the coming month.

16:24:57 Great. Thank you, Jason. But we have Richelle on the line, so, Mister Mayor, if you have any kind of follow up questions or the public possibly has questions before she has to.

16:25:10 Get off the call. I'm gonna follow up questions or the public possibly has questions before she has to, get off the call. All right.

16:25:15 I'll go out Looks like we have some questions from a public. Community member here. Is this, funding measure going to go into a dedicated fund?

16:25:30 For the party department or the general fund. Yeah, that's a great question Lorenzo and no this would be a general fund so there is no dedication.

16:25:41 Like there could be with Measure H that is a property assessment. There could be with measure H that is a property assessment.

16:25:46 That's going to be a major problem. Because people simply does not do not trust the city. To misuse the funds.

16:25:54 One feature that we, discussed if I may add, when we asked voters, their opinion about, about this measure was including an annual, independent audit of the funds that would be publicly reported.

16:26:14 That's an important element to show the city's transparency for how the funds are being spent.

16:26:19 And, and, and it's, it's one that that your city, you know, readily.

16:26:27 Offered to include, which makes a lot of sense.

16:26:32 So how does that differ from DNA dedicated fund?

16:26:40 It well, I believe at the city manager and City clerk could probably answer that question better than I can, but I'm sure the way your funding.

16:26:50 Is allocated is pretty detailed.

16:26:54 Yeah, I mean right now we're kind of at the mercy of the fact that you are bringing up a good point here Lorenzo if we were to hypothetically attempt to garner the same amount of revenue that the sales tax measure that we're talking about doing.

16:27:10 On a property assessment we're at roughly \$800 per parcel on an annual basis and so we don't think that that's something that palatable for 67% of the population.

16:27:23 So ultimately I really you know, we're not advocating. I guess what we're doing here is we're educating and similar to the pool situation.

16:27:35 That transpired when I first started. It truly is up to the public and if the public has a solution that they would like us to implement and they decide not to vote in this fashion.

16:27:46 That's completely acceptable, but what we're doing is we're making the public aware that there is a problem that a lot of people I don't think are aware of.

16:27:55 And so ultimately we think this is the solution. But if there is another solution that people would like to see implemented, we're all ears and if the community decides not to.

16:28:08 Move forward with this vote at least we feel very confident that If and when things get to a point where we don't have response because we have 18 volunteers and roughly 3 or 4 of them.

16:28:20 Do the majority of volunteering. At least we feel very confident that. We educated the community of this issue rather than kind of keeping it.

16:28:30 To ourselves, I guess. Well, we have seen the. Funding for the pool in particular be taken away to other more important projects.

16:28:42 More important at the moment, projects. And that's why the pool fails. So how is this going to be different?

16:28:52 I guess I could say that ultimately there's a level of trust and you're totally accurate, but I mean, I guess my thought is this is that The police station was built with general fund money and 4.2 million dollars funds the operation of a police department.

16:29:13 I would have to come in front of city council and say I'd like to cut 8 police officers and no longer have the YPD at that facility.

16:29:23 And that would never happen, right? Because ultimately as we add a resource or an asset such as a new fire hall and take on that responsibility.

16:29:32 With the general fund. It becomes part of the obligated expenses of the general fund and so does the salary of the staff.

16:29:42 But ultimately you are correct is that. Our ideal situation is an enterprise fund and it is a dedicated stream of money and we're able to do that through the 218 process with the services that we offer.

16:29:56 But also measure H that's guaranteed but it took 3 opportunities to fund that and it's a very low level of funding that we don't think it's really a good use of the money that we currently have to kind of.

16:30:11 Attempt to get a property assessment because we just don't think that the community can afford it quite frankly, but we do think that a sales tax initiative that takes us up to 8.7 5%.

16:30:25 Ultimately, a number of people are shopping in our community. That we believe that that is the more equitable solution here because we're on agreements with other communities such as Hawkinsville and Montague.

16:30:40 That we already currently service or have agreements where we do show up with our fire department to help service those communities.

16:30:48 But ultimately, yeah, there is no true safeguard because you are absolutely correct. There is not, it cannot be dedicated.

16:30:57 That is true. It has been proposed in the past to cut the police department. And so that's gonna be a problem.

16:31:03 Educating the public. Thank you. Alright, thank you.

16:31:13 No, this wouldn't go this would eventually go in front of the city council to vote on a ballot initiative that would be a four-fifths requirement, to make it to the The problem with it.

16:31:33 Make sure you state your name, please. Oh, sorry. I see what I see when I know is that's a problem with not it.

16:31:43 And not being able to be dedicated. Is that it's on the web of any new city council.

16:31:49 The new city council can go in a whole different way and use the funds for whatever they want no matter what.

16:31:55 And that's what we have seen in the past. We've been here and it's not pretty and so, so is there a way to make this where the funds that are gonna go in are only dedicated for the fire department period.

16:32:12 Yeah, only if it's a property assessment. And so that means that the county collects it as essentially an assessment.

16:32:20 I mean, we have something similar. I guess we chose to collect the measure H money on our utility bill, but those.

16:32:26 Do very bizarre scenario here. I think it was prop 13 possibly Reddit can correct me, but back in the nineties there were some tax, laws that were passed in the state of California.

16:32:39 Before that time, your county arbitrarily came out with an enterprise fund for solid waste to manage essentially corrective action and closure of 13 landfills in the community.

16:32:54 For whatever reason, one that I cannot explain, even though I manage the solid waste department for the county, the city of Wyrca for whatever reason is not a part of the assessment that every other incorporated and unincorporated member of Sisku County Pays currently \$68.

16:33:12 Annually to maintain this fund that allows the county to essentially operate on some level and in maintain compliance with the state of California.

16:33:23 So there's money that was set aside for that, but right now because the law changed they could never go go about really no one would vote for that in the future and so ultimately we would need to go out to the community in the same or in a the new fashion, which is essentially to ask for the property assessment.

16:33:44 Generally speaking, the county would collect that when you paid your. Property taxes that money would then go into a committed account.

16:33:52 Where we could only use the funding in that fashion, which we advocate the same way. Don Marie, we agree with you that is the most ideal situation.

16:34:01 But ultimately It's roughly for the amount of funding that we're trying to create. Here that is roughly \$800 per parcel.

16:34:12 On an annual basis and we just think that that's extraordinarily too high that the community wouldn't support that and so We're not stating we're saying to you that with the issue that we currently know exists that this is the most feasible, solution.

16:34:31 But that ultimately democratically it's really up to the community if they don't support the solution at least they understand that the problem exists and ultimately At some point there will be a failure at the fire department that it would be unfair.

16:34:47 To not communicate that, I guess, with the community. So for me, rather than worrying about whether or not if the sales tax passes, we internally have come up with a solution.

16:34:59 We believe it's a viable that we could have even better service than we currently have, but that ultimately we're educating the public and it truly is democracy at that point.

16:35:08 Do they want the service that we're saying we can provide with this level of funding? And if they do, they'll vote yes.

16:35:16 And if they don't, they'll vote no, but at least they'll know at some point.

16:35:19 Delayed response or lack of response that we see happening here in the coming few years. They'll understand what they're voting for.

16:35:29 Come November of 24. Yeah, I think it's great. I love it, but I'm just worried that Like maybe people will not trust.

16:35:40 And we really need to work on that. We have to make them understand that this is for us. It's for everyone.

16:35:47 And I agree, you know, the tax thing is perfect. Education, education. Interest in our city.

16:35:55 Yeah, you 2 are adamantly. I mean, you're correct. I mean, it is unfortunate that you need 67% to pull something like this off but that.

16:36:03 You know, we would love the ideal situation as dedicated, but, we just don't see a path forward currently.

16:36:10 . For that Mr. Mayor, may I through the chair. Yes, thank you, Don't worry.

16:36:20 I guess it really comes down. Your trust questions. From the, I've lived it since measure C.

16:36:28 . And I just think it's worth stating that we've done. With ship sealed and or repaired.

16:36:37 2 thirds of the entirety of the town and since measure see passed. We're providing. We're We're proving it every year.

16:36:46 So if that sets your mind at ease a little bit, you know, staff is diligent. We understand that the change, the changing council, it's ever-changing.

16:36:57 I've been here 15 years. I've worked for a number of them. But the staff.

16:37:01 The work we do with the measure. And we utilize every dime of it every year on the public works side.

16:37:08 And I can't speak for the police department. But you can see it on the streets. There's more of them.

16:37:15 They're busy, but there's more of them than there were before measure. So there's from my side of the house.

16:37:21 I would hope that we've built that. Public trust by making streets black.

16:37:27 Right. Anybody else? Michelle? Yeah, if we don't have any more questions, I think we can.

16:37:41 Let Richelle get back to her evening. All right. Well, thank you so much for joining us today.

16:37:46 That was great information. And, We'll see you back soon.

16:37:49 Thanks, and thanks everybody. Have a good night.

16:37:53 Thank you. Alright.

16:38:02 Okay, so we'll move on to the old and new business city manager and staff. Looks like we have, A, that's how project update, updates on ballot measure and initiative communications, be discussion updates of initiative letters from Led Better.

16:38:20 Title update on redesign the evaluation of city's website and with Civic Plus and D is the development mission statement objectives and timelines of deliverables, city staff will discuss with committee members, mission statement goals, objectives for the committee along with the measurable desired outcome.

16:38:42 Actually, I'm going to be discussion on communication policies, A. Modeling city of Garden Grove, California policies.

16:38:51 And information will be the closed captioning transcript from. August 29 20 23. Communications meeting.



16:38:59 Alright, you want to go first? Yeah, mister, this is Jason, the city manager. So I will just kind of chime in.

16:39:09 We pretty much knocked out their A with the project updates on. I will just kind of chime in.

16:39:12 We pretty much knocked out their A with the project updates on. We pretty much knocked out their A with the project updates on Dallas initiative and the project updates on dollar initiative and the communication.

16:39:20 And so ultimately the addition of Jay Perkins and Philanza, we're still working on those things, but, we do think that they're very important for educational components here.

16:39:26 Some of the items that Lorenzo and Don Marie pointed out we also see kind of the shortcomings where there needs to be this humongous push for education and that's kind of what we're working on.

16:39:35 To roll that out here. So that the community knows as much as we know. And that is our goal.

16:39:45 And then Just real quickly, Emily's staff and Emily are really heading up item C with the virtual webmaster at the moment.

16:39:55 It's going to be a long and arduous process here. But right now, Emily's staff is working on instead of PDF applications on our website that they're fillable applications where you could do all of the filling in online and then press the button to submit and so The virtual webmaster is working on a number of those things. I think.

16:40:21 There's a lot of positive traction here with like park reservations and a number of like business license applications, I think.

16:40:32 I don't know if you have any other things to add in. Yeah, it's part of a couple of questions regarding what has to be a what signature versus a docusign signature.

16:40:42 What can we accept what we can't? But there's definitely some opportunities for people to look at the park calendar and say, oh, nothing's, you know, Saturday mornings open for Timmy's birthday and they can fill out their application.

16:40:53 It'll put it as tentative until it's approved by Public Works. And my staff and we received the feed.

16:40:59 So we're working through some of those encryption issues because we asked for drivers licenses, etc.

16:41:05 So just some more of the technical side, that we'll want to vet out with our attorney as well, make sure we're crossing all of our T's.

16:41:12 But there's some good traction. There's abilities to upload. You have a new dog.

16:41:18 You can fill out the new dog license. You can upload whether they're spade or neutered, you can upload their rabies vaccination and then we know you have a new dog, we can have them set up and then you can pay your B.

16:41:28 So we're trying to move more towards that. You know, 2023 technology. Yeah. With that, you know, we're proactively making changes to a website that's going to change.

16:41:43 And so, but ultimately a lot of this stuff will stay the same, but the end result after this meeting concludes is we're gonna go into a redesign of the actual website.

16:41:55 But right now we have a lot of features on our website that are useful like the calendar like this opportunity to have these fillable forms.

16:42:02 So we're just starting to implement that right now. So it's a easier transition. We're already paying for the service.

16:42:08 We might as well utilize it the best that we currently can and kind of on that note. We are now showcasing online.

16:42:16 I don't know, Redd, if it's possible to hop on our website real quick, but you can see.

16:42:21 The calendar of events and so you can see this meeting is taking place but then the calendar shows this weekend on the thirtieth beef and brew is happening so we've tried to get a little bit more proactive on Facebook and the Grapevine.

16:42:37 We had worked with Caltrans to try to gather information. It's still not perfect.

16:42:45 Absolutely not. They're gonna come at a November meeting and talk to the city council. But we're reposting information that they give us.

16:42:52 We've posted, our new, our new, volunteer firefighters, 2 of them, and then we posted Tammy Sullivan on Minor Street because of all of the effort that she's giving.

16:43:07 And so I guess my question to this group. Beef and brew is not a city event, but here it is.

16:43:14 It's on our website. We're showcasing it on the calendar. And I guess my question is, is I feel like we should.

16:43:21 Put this on the grapevine. Quite frankly, but is that appropriate or inappropriate? For this group because it is happening in our downtown.

16:43:31 We did approve the event to happen. Why don't we just make a post tomorrow that it is happening?

16:43:37 And remind the community. So I guess I'm asking that question to this group. Is there a problem with that or is that?

16:43:45 I wouldn't think I wouldn't think it's a problem because There's several events.

16:43:53 Because I was living there 14 years but there's several events that they have throughout their city that they promote because it's actually you know It's benefiting their city and that's what we want to do is promote our consider a town no matter if it's a sponsored event or not.

16:44:07 We want people to. Experience downtown and support our merchants and know what's going on our town.

16:44:14 So I don't think it's a problem at all. I think we should. Showcase anything big that's going

16:44:19 Going on.

16:44:22 Hi, I agree. That it'd be fine for the city Facebook post to. Somewhat market an event in the downtown core.

16:44:33 I guess my only. Possible negative would be and this is just because I'm from the public work side of the house.

16:44:41 Over the years. I've heard and realized fully the community understanding of it's a city problem.

16:44:52 When it's a community problem. It's a human problem. You know, that it's a little vague, I guess, but.

16:44:59 I think their your point is taken that the city is an entity. And the community is another entity somewhere in between.

16:45:08 There is the true You know, so does not blur that line or make it blatant. Like this where do we get there with a columns meeting you know is Yes, I think we should promote whatever we approved down to whatever you all approve downtown and you know, my guys are out setting up for it.

16:45:27 It builds a stronger community. And the heart, the heart grows, right? So I say yes, but be wary.

16:45:33 Of creating that blurred line. We could we could very simply widen that blur. If we don't speak about it as staff or as this communications group.

16:45:44 This is why I've always been so touchy about, hey boss, can I put this on Facebook?

16:45:48 Yeah. And I think really what would make sense here is that we're promoting. Beef and brew brought to you by Siscu County cattle women.

16:45:59 You know, I think that's the key rather than we blur the lines as to whose event this actually is.

16:46:05 We've approved the event, but technically it's not the city event. So. Alright, and I also like the calendar, understanding it's growing.

16:46:17 It'll change, it'll get bigger, but. When I look on the internet. To find out what's happening in Sisky County these days.

16:46:23 I personally don't know where to go. I know discover Cisco, I end up there a lot when I'm trying to find something for me and the kids to do on the weekend. I'll look to their websites.

16:46:34 I'll look to those websites, but this could be an opportunity, at least for the. North Sisky side.

16:46:38 Maybe that could grow later, but. The community calendar that you see them flare up and then die off over the years.

16:46:45 Here it just is and flow of we have the best one now this is our community calendar so I think maybe, and, and, a naming convention to our our calendar.

16:46:54 And it's on our website, but it's not our calendar. It's the community calendar.

16:46:59 This is what's available to you as citizens. That's a great idea. To promote that we've done this on the event calendar in the newsletter that's being prepared.

16:47:13 Yeah, I think that's I agree with you. I mean, there'll be times where I'm like looking for something to do and all of a sudden you see somebody post like oh this was a great event I'm like oh I didn't hear about that whatever because it's like They go to one place or if it's in their city, you really don't know, but.

16:47:26 Yeah, it's frustrating because it's like, oh, I want to went to that.

16:47:29 What am and her staff waiting through now on the road to the park reservation side, you know, the event coordinators that the Chris Taylor's of the world could look at this.

16:47:39 Mmm. If it were eventually built populated and say. I better grab that weekend. There's nothing on that weekend if once it grows that wide.

16:47:47 I think it would be great. That's that's a heavy left for the city to take on as a community calendar but It might be doable.

16:47:57 You have drivers licenses to make sure through legal. But the the citizens don't see, staff working through to make something like put it on your website.

16:48:07 It's not that easy. Yeah. Yeah. Well, perfect.

16:48:12 I think we'll go ahead and make a post. We'll have Cindy make up post tomorrow maybe.

16:48:16 So just so we're clear you're asking the city to ask to be a member of the Grapevine.

16:48:22 Not at the, well, that is another question actually too because right now what we're doing is we are posting and

then we're utilized.

16:48:33 We're, you know, we're using, we're using our staff to, on their private accounts and really Actually, yeah, I mean, can't we just make the city a member of the Saskatchewan?

16:48:45 I don't let's do that so that it's no question it should just go automatically to there because if you remove the grape line Facebook is pointless in this community just go automatically to there because if you remove the grape line Facebook is pointless in this community just like Twitter.

16:48:55 Pointless in this community. So really it's like this is the game that we're gonna play.

16:49:00 While we upgrade our website and then hopefully in 5 years Everybody is just going to our website at that point.

16:49:09 That would be the ultimate goal because Facebook will not last forever, right? I mean, they own Instagram, but whatever TikTok or it just will always be some different service.

16:49:18 So yeah, I advocate we should be a member of the great bar. So yeah, I advocate we should be a member of the great. BY.

16:49:26 Just wanted to get that. On that I'd just be a little wary of the rules that are set in play when we first fired up the city Facebook and anything posted to the city Facebook.

16:49:35 Disrespectful in many different ways, right? We can hide the post. As admins, but we cannot delete that post because that post is public record.

16:49:45 So once we as a city of where we go, Facebook page, start posting directly to. There's some legal questions I think we should have answered first because We have control over what's set on our page.

16:49:58 We have racist comments just show up like this going through Sacramento City Hall right now or their council chambers.

16:50:04 They're shutting down Zoom because people are just bombing with racist comments. If that happens on our page under our control with our handful of admins, we can delete those.

16:50:14 We can't or we can't delete those. I'm sorry. That's my point.

16:50:17 We can hide them. We can't hide that over on the, on the grapef. Once it's hosted over like when I jump on a public works post.

16:50:25 And I share it as Matthew Bray to the Grapevine. Game on. Anybody can jump in there and say whatever they want, but back on the city post.

16:50:35 And I don't know the legalities or how that all ties together. So I think. I wouldn't jump into it.

16:50:41 Like tonight, started. I think there's a discussion to be at. Yeah, and that's the first meeting we share the adopted social media policies.

16:50:51 But that was one of the issues we got up. Was public records class for anything that. Represents the city.

16:51:00 And any comments on that thread. Yeah, anybody can walk up with the public records request and say I want every city Facebook post since the inception of its page.

16:51:08 Just because I don't have Facebook so I'm not a hundred percent sure but Good. Couldn't I say I post?

16:51:19 Beef and brew on the city Facebook page. Then as a city representative. Can't I then go and take that same post?

16:51:30 And apply it to the grape line. So the original post is on our site, but now I am reposting it to the grapevine.

16:51:39 Correct. Okay, and it's worked so far for me. Okay.

16:51:44 After. Okay. Okay, so forget we're in a public meeting, so we have to have you come out to the podium to speak.

16:51:59 Just cause we don't, we'll have people, we, record this and play it back.

16:52:05 Thank you, Lorenzo. Yeah, there's about half a dozen. Facebook pages, SSU County events.

16:52:15 Oh, Wireica residents. The other Facebook the other other Facebook or the other grapevine and the other other grapevine.

16:52:28 All these would I don't see any reason not to share it. From the city. Facebook page, share it to all these others.

16:52:38 Yeah. We'll, we'll just, we'll do a post tomorrow. We'll do what we've been doing.

16:52:46 Hopefully, you can help us out. And then we'll get an answer. I mean, we'll, figure out a directly because it takes about 3 s to share both.

16:52:55 I don't know. It's like the same when you know I follow city page and there's a job announcement I share on my personal page and there's a job announcement I share on my personal page.

16:53:06 So, yeah, for a for a job. Right. My understanding is that if I go to your page and comment on your post of that.

16:53:13 That's not public record from the. It's not. Yeah, my understanding is it's not.

16:53:18 No, I'm unclear though. I think we should all be clear on that. Okay, that's a good point.

16:53:23 We'll talk to Andrew on Monday.

16:53:27 Okay. So really, So we have a, you know, traction. We're continue to work with the virtual webmaster.

16:53:36 Eventually this will all end up in a new. Looking website and and we think that by loading the calendar now.

16:53:45 We'd like our calendar to look different when we get to a new look website where the first thing you come across is the calendar and you're just inundated with all of the things to do in our town.

16:53:56 But I think we'll just go back to the paperwork that I gave you when I this first started and really that's the last item to really discuss is How do you feel about this was the request I think from council member Baker she came up with that letters from Ledbetter, but this is just basically.

16:54:16 The city manager. State of this city like on a I think Matt said it like on a quarterly basis say this is what's going on.

16:54:26 Especially before we have this new website and we have this different outreach. As of right now, this is just a real cheap and easy way to get information for the public because a lot of people don't know what we're doing with ringing pool.

16:54:41 A lot of people don't know that South Oregon is about to get, you know, fixed next summer.

16:54:45 Matt just did the bid opening today. They don't know. About the H fact project they don't know about a number of things that we're currently doing.

16:54:54 I think the 2 people that know pretty much everything we're doing are sitting here, but most people don't attend our meeting.

16:54:59 So it was a real cheap way to get information out immediately.

16:55:06 Yeah, so we're saying we're gonna take a look at this. We'll re-format this, but if people want to give feedback on it right now, essentially we would post this like you've requested on the newsletter posting the newsletter online.

16:55:19 And then ultimately we would mail this out in the utility bill and post it as well. So it would almost be.

16:55:26 Newsletter light it would be the cheap newsletter it would be literally on a piece of paper like this not on the high end stock.

16:55:37 Great. I think it's fine. We'll continue internally to work on it, but we would hope to get it out really in the next 6 weeks.

16:55:50 Perfect. That was all that, I had for this meeting today, but I don't know if anybody else has any commentary or anything.

16:56:01 Red is there anything we're missing? No. No, okay. And I don't have anything to.

16:56:07 Add her safe, so we'll go ahead and adjourn. Thank you guys for coming and.