

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 and Clerk
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

YREKA COMMUNICATIONS AD HOC COMMITTEE MEETING AGENDA
Thursday, September 28, 2023 - 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

Join this meeting via Zoom:
<https://us02web.zoom.us/j/6194957056>

Link: <https://us02web.zoom.us/j/6194957056>
Meeting ID# **619-495-7056**

Members of the public may also remotely listen to and participate in the meeting via teleconference. If you wish to listen or participate in this meeting through teleconference, simply dial into the conference number below, and enter the meeting ID#.

Conference call in Number: **669-900-6833 (Toll-Free 888 788 0099)**

“RAISE YOUR HAND” to provide public comment for your desired item. Speakers will be asked to identify themselves.

- **Online:** If you are online, click on “raise hand” on the bottom of your screen.
- **Mobile App:** In the mobile app, you can raise your hand by tapping the "Raise Hand" option in the "More" tab.
- **Telephone:** If you are calling in via telephone, to raise your hand, dial *9 (star-nine). Speakers will be called on by the last four digits of their phone number. To unmute yourself dial *6 (star-six).

The full agenda packet can be found on the City’s website at 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.

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 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**

Updates on proposed sale tax measure – Rochelle Lewis, NBS - Ballot Initiative Consult

4. **OLD AND NEW BUSINESS**

City Manager and Staff

- a. **Title:** Project updates on ballot measure initiative and communications.
- b. **Title:** Discussion and updates on initiatives, e.g., “Letters from Ledbetter”.
- c. **Title:** Updates on redesign evaluation of City’s website with CivicPlus.
- d. **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.

Action Item: Continued discussion on communications policies:

- (a) Modelling City of Garden Grove, CA policies

- e. **Informational:** Closed Captioning Transcript from the August 29, 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.

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

I, Rhett Hogan, 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 [September 28, 2023](#) 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 and posted at Yreka City Hall, 701 Fourth St., Yreka, California.

/s/: Rhett Hogan

8-29-2023 Ad Hoc Communications Meeting's
Closed Caption Transcript

16:12:40 A system for the county. What was different? What's what's different between the old system and the new systems?

16:12:50 Well, the old B one hundreds, like I said, were 12 years old, no longer supported. They only did cable, the only, we only had one feed out to the internet, or excuse me, to our website.

16:13:00 So you could see it on the web. And there was no ability to do live recordings anymore. That's just that stuff had the protocols were so out of whack that nobody could actually use them anymore.

16:13:10 With the new broadcast servers, we're now on. Still back on cable. Not a lot of people watch that.

16:13:17 So what we are also looking at is we also has built in a web. Presence like we've had before.

16:13:25 But the great thing is now that this server has the ability to also go out to the social media like YouTube or Facebook.

16:13:34 And it also has the ability to go to what they call OTT or over-the-top systems, basically Roku.

16:13:42 Fire stick and. Let's see. What's the other one?

16:13:48 Fire stick and Apple TV. So we bought those services. We're now moving into the realm of getting all the metadata for the system for the shows that are on the server.

16:13:59 And any new content comes in will be able to prop, to populate it with metadata. And then people should be able to see these things not only okay but on their like I said Roku or those apps those apps will be free.

16:14:12 One of the great things about these 2 new units is that the. The servers actually bring in live events over the internet.

16:14:22 So the Zoom Meeting that we're seeing today. If we had if we were as we learn as we move forward with these new units we were able to take your zoom feed and bring it onto the servers and across the internet and across the over-the-top systems OTT systems.

16:14:39 So you have more of a area for people to watch them from so they don't have to watch them on their computer anymore they can watch them from their television set.

16:14:48 We're also, like I said, we can bring in almost any live feed that has the right protocol system and we're able to send that live feed out to multiple locations at one time.

16:14:58 So that's the great thing about that. The other thing is is that it also has emergency notification.

16:15:03 Console and we're working with the Sheriff's Department and OES. To come up with protocols so that people can actually so that the.

16:15:14 Local emergency cities most emergency locations can log in and they can send information across those channels. To tell people where to find things or to, you know, tune in.

16:15:28 And like I said, we're also working on bringing those live briefings from the Sheriff's Department and from OES.

16:15:35 We want to bring those in. Across the the channels and across the internet and across those the OTT systems.

16:15:43 So that's it for the B 100 to the broadcast system, the info view. Is a base like it says a digital signage system it has tickers weather road conditions news feeds city messaging school information emergency information and short videos that we can play across that.

16:16:00 And it gives you a lot of. Flexibility for that too. Even the local organizations like Wireica can actually, Waiwika City or the police department or the school systems.

16:16:14 If they want to participate, they can log in to the systems and add content to the to the info view system and we can schedule it on there so that it actually will play out.

16:16:24 On our the on the on the broadcast or that's not the broadcast server but on the info view server and we're working to develop it to be a 24 7 messaging board so that you'd be able to go out to the internet and see it.

16:16:37 The login to the website or not log in but basically go to the website and you would be able to see the information that you need to see.

16:16:48 You know, like for school information or road conditions or whatever as we work this. System out over the next few months.

16:16:55 So that's great that we've got these great new equipment. It's that we're now on the college, but the question is, okay, what does that mean for Wyrice?

16:17:06 What we're doing for Wy Rica. Or what we're doing for all the cities, but especially for this meeting is that.

16:17:12 We know that you're trying to develop, to be able to communicate more effectively with the citizens of So we're looking at.

16:17:20 Trying to find ways to help you create informational videos. I did have a video to bring up 4 yeah, we can't see that today, but I know that Jason has seen it.

16:17:35 He likes the format And this is something that we are able to do, you know, to bring those things like informational videos like how to do permits or status updates on impulse projects and future projects.

16:17:48 Things like that. We're also working on developing a cadre of COS students that are interested in helping with doing video projects.

16:17:59 That maybe will be able to come in and help do the city meetings for, help Red. I get off of that, having to do that while she can do her programming.

16:18:06 We can help do that and get that program live. Onto our server. And be able to show that to more locations.

16:18:15 One of the great things I forgot to mention, one of the great things about bringing that Zoom Meeting onto the server is that it also automatically records it at the same time.

16:18:25 And then we can also automatically schedule it for playback at future dates during the next couple of weeks before your next meeting.

16:18:32 So people who have missed it can actually get to it. And, we're working on also trying to figure out.

16:18:38 How to take your right now that I think the Zoom Meeting has that Red has got it set up so that you can.

16:18:45 Have closed captioning and we're looking on how to marry those 2 files up because it actually are there 2 separate files.

16:18:52 If we can figure out how to marry those 2 files up, then you'll have closed captioning on.

16:18:57 The your meetings so that people can actually see that as well. That's really most of the stuff that I've had of on what we're doing and who we are.

16:19:09 The question is I'll kind of open it up to the to the back to the group to have if they have any questions.

16:19:15 That they see or did if I said anything that maybe spurred some maybe a question or something that you would like to do in the future.

16:19:26 Staff have any questions? Yeah, thank you, Chair Baker. This is Jason Led better.

16:19:34 I just wanted to point out, some of the highlights from what they've mentioned, for me are Live streaming.

16:19:41 Our council meetings. The possibility of having COS students actually take on that responsibility here in-house rather than the clerk.

16:19:51 Who obviously is also the assistant city manager. So the app, I think is really cool. Siskiu Media Council app that you would be downloading really onto either your fire your phone to stay up to date with all the information.

16:20:09 I think Siscue Media Council as you can hear from Dave is trying to fill that void that currently exists and communicating with the public here and I think is taking the perspective of Emergency information very seriously.

16:20:24 And then finally, it's disappointing. We won't be able to see it, but we could certainly show I can show you the video.

16:20:34 I can email it out to this group, but Dave did a really excellent video that's about 3 to 5 min long that had to go had to do with citing a grocery store in a community.

16:20:43 And really just the education to the community and talking to key players in the community and really falls in line with I think what we've been discussing here and I'll kick it back to Dave.

16:20:55 We're gonna have roughly 7 or 8 more of these meetings and we're doing them monthly so we still are just taking our time developing really like a white paper a dream list of ideas that we would Move forward on slowly implementing things now that we can but our One of our major goals is what you've already mentioned, Dave.

16:21:16 These then yet 90 s videos and I'd say that's my highest desire. I think we can completely revamp our communication with the public.

16:21:29 We can completely revamp our website with these videos. I'm just kind of, will leave it on that topic and kick it back to Dave with, I mean, how.

16:21:39 Do you think that that will be a successful venture for Siskiu Media Council to take on and is that something that we are Kind of tied into how robust it is at COS with the students or how do you see it kind of moving forward with possibly providing that service?

16:21:57 Well, that's a it's a great question. What I'm looking at and I'm doing the same thing with Ski Media Council that you're doing with this with this committee is that you're going at it slow, you're trying to build a foundation.

16:22:12 Because a strong foundation means it's going to be sustainable. We're still in the we're in the planning phase with COS not only COS but with the K through 12 school system.

16:22:25 There's a bright nickel stock who runs that program for the high schools. We're working with her.

16:22:31 We're working with Veronica Coats, which is non-credit courses, which is non-credit courses at COS.

16:22:38 We're also working with, I think it's Shannon. Shannon from the Adult Outreach Program for, adult education.

16:22:48 So we've got these 3 individuals or 4 individuals that we're trying to set up. Some type of broadcast.

16:22:57 Career pathway that not only does it train individuals on doing broadcast and but we're also trying to also at that same time is finding basically paying gigs for these individuals, you know, to create jobs within the county.

16:23:13 So if we were, if we're successful in this, that means that we actually will have a group of individuals that will be able to do live events for all the cities that will be able to do live events for all the cities that will be able to do live events for all the cities, or the 4 major cities that we'll be able to do live events for all the cities, for the 4 major cities that we're looking at right now.

16:23:28 If we have other individuals within the county. They're more than welcome to, you know, ask for our help as well.

16:23:33 But we're looking for ways to not only train individuals, but to create jobs. The, to do the actual shows.

16:23:43 I mean, I look through the internet. I tried to find internet of 4 or if through the internet to find, videos that.

16:23:49 Showed like how to do a permit for a city and I will tell you there are few and far between and the production value is, is not very good.

16:24:01 So the It's really not that difficult if we can get a group a handful of people to do this.

16:24:06 It doesn't take much to put on a production. We just make sure that we have a good message.

16:24:13 There's and we have a we have a good sound. And we have good graphics. And when you have that, we, you're in pretty good shape of being able to make that happen.

16:24:22 Of course everything out of the out of your gate for the first couple of times it's going to be a little rough but they usually once you get your format set up.

16:24:30 And you have your what you're looking for your beginning middle and end you're in pretty great shape for that so it is a great possibility to create that.

16:24:42 There are already individuals within the county that can create videos. Some of the most you've got some of that are artists that they don't want to do anything but just do documentaries or something like that.

16:24:54 So those individuals were out, but there's other individuals that I know within Sisku County that can do the videos.

16:24:59 That you're asking to do. And I know that we can get with that with the studio that we have at our at our disposal.

16:25:06 With the equipment that we currently have on hand. For sound for the video cameras I think we can make that work.

16:25:14 Did I answer your question?

16:25:16 Absolutely. Thank you, Dave. I mean, I think that would be everybody's dream scenario is to have a contract with usMC that then distributed the money.

16:25:26 Right back into the pockets of somebody. That needed a job in Sisky County. So Just so you're aware that's kind of our timeline, 7 to 8 months where we would be hopefully then, contracting with SMC and, we'll stay.

16:25:40 Hmm.

16:25:40 In touch with you but I don't know if there's any other I'll kick it over to any other questions people may have.

16:25:46 Emily, do you have any questions?

16:25:51 These videos, I'm just curious, just keeping in mind we're trying to build these forms.

16:25:57 Is that like an option like a video of like somebody just this is how it fills out. Absolutely, yeah.

16:26:05 So thank you. We normally have these. Meetings, when our employees have

gone home for the day.

16:26:10 So we have some extra employees here. So yeah, we've talked about in these meetings. In the most perfect world Matt attended a meeting in the past and I'm not sure if he showed it but he showed me you may have shown this group.

16:26:25 Measure see and some voice over that Matt did kind of explaining to people what the current condition at that point.

16:26:37 Of the pavement and town was versus what an influx of money could possibly do. And so.

16:26:46 It wasn't just an interview with Matt's face. It was like these historical images and, this beautiful voiceover of Mr. Bray.

16:26:55 Talking about the history of the town and the pavement. Index and so That's kind of the vision that I think we have been talking about is not necessarily an interview with people, but more of like a voice over as to let's say.

16:27:12 I always call it the Burgess Street sewer project, but the waste water collection project that's happening right now.

16:27:19 We could have maybe fly over the survey information that's happened. We could have the imagery of everything that's staged over there that you can see.

16:27:31 Matt could be showing like voicing over and showing a basic plan set for people and just videos that last 90 s.

16:27:37 And then just showing the community kicking those out constantly. They don't have to be taken down because they'll be completed and then that can go into the completed file and people I think are more apt to look at those and then in the most perfect world, Emily.

16:27:50 What I was thinking was how cool would it be if I wanted to start a business in the city of Wyrca and I could go to the website on our website and it just says how to start a business.

16:28:03 And it would be what you needed to do. And so just as you're saying, because I know we have some information to provide here shortly.

16:28:10 About the applications, like how do you fill out an application? What information are we looking for here? So kind of how everybody now I think everybody if I'm going to change the oil and my lawn mower I'm going on YouTube you know I'm going to watch someone else do it I'm going to find the shortest video It's available and so that's the dream situation is that we get to

16:28:33 the point where we can answer a lot of questions on how to kinda cut through the government red tape.

16:28:40 Great. Awesome. Okay, I'm gonna open it up for public comment. Do we have any public comment?

16:28:53 No.

16:29:03 Where is the love? Is this YouTube channel up already? Is it ready? I can field that one.

16:29:12 Yeah, Dave, I'm not sure if you caught that. When will the apps be available on Roku and Amazon Firestick and Apple TV?

16:29:24 So the interesting thing about going from a 12 year old system that's that's to the brand new systems is that as the do as the content was moved over on many of the information, a lot of the information didn't transfer, just the file name.

16:29:43 We still don't have the, some don't even have titles. Or description or a category.

16:29:48 So right now I have my COS student. His name is Jack Buchleman. He is, He

and I are both right now working on.

16:29:58 Updating the metadata once the metadata is updated, which should be a couple of months.

16:30:03 Then we'll then we can start the process of creating those apps. TLV will create the apps and want it once it's done.

16:30:10 As we add more content and the content will be updated automatically and do it that way. Then those that those apps will be available out there for the public.

16:30:23 No, okay, thank you.

16:30:26 Anything. Mister Love, anything else or? Okay.

16:30:30 Then just also the let me point out some things. The servers, our content is still the content that was there before.

16:30:40 We are in the process and we are always looking for new content. Anyone that, that wants to create a show or a single show or a series of shows.

16:30:49 We are always anything that's going to benefit the county of Siscue and to inform the public or entertain or whatever it may be, whatever you want to do.

16:31:00 You know, we're always open up to bring that to put that up on the television channels. One of the great thing is people go, well, why do we have, why do we want public access channels?

16:31:10 When we have YouTube and Facebook and all these other different platforms is that because we control that data, we control what goes up, we have the ability to to bring it at 24, over 7 and we don't have a log, we don't have an algorithm that prevents people from seeing things.

16:31:28 So we control the data. We control the focus. We all that a whole 9 yards and it gives you the opportunity to be able to talk to your own.

16:31:38 Residents within this in the county and be able to show off your talents and to inform or to. Entertain, you know, as much as you want.

16:31:47 So that's the whole nice reason for having a public access channel.

16:31:53 Well, thank you, Dave. This is Councilman Baker. Or council member Baker and this is I really have appreciated this presentation.

16:32:08 It's very exciting to think about different ways that we can partner with Saskia Media Council.

16:32:12 And I'm already some creativity is working in me. I'm thinking we could do videos on a day in the life of the finance manager a day in the life of, you know, the city manager, public works.

16:32:25 Yeah, I think it'd be fun. I completely agree. I mean, I think I that is the goal that I would have is that we fund something to that capability and that ultimately it is fresh and exciting to come to the city website.

16:32:39 Because you just don't know what you're gonna see. That's I advocate for that as well.

16:32:47 They fell asleep in second 30. Well, thank you, Dave.

16:32:52 You're welcome.

16:32:55 Okay, we're going to move on to old business. Mr. Ledbetter. Yeah, I think we'll jump right in to information.

16:33:04 I had some possible action items on the handout that I had on the very back. Let me get one of these to skip as well.

16:33:17 So just kind of some notes going through these meetings and so the very first one, possible action items add the virtual webmaster service with Civic Plus.

16:33:28 For more updating and current information added to the city website monthly. So the good news there is that we are currently now under contract for

10 h per month.

16:33:39 With a virtual webmaster. There was a meeting a one off meeting that took place yesterday that our finance director will speak more about but we are now scheduled for the second and fourth Thursdays.

16:33:54 A recurring meeting and with that news, the clerk position has been posted. I think it's been up for about a week.

16:34:03 So. Probably still. A month or 2 months until the person would be, you know, we'd go through the interview.

16:34:12 The position closes the interview. We offer a position. That's probably going to take 8 weeks to be completely honest with you, but that role will be very important.

16:34:22 Whoever that person is will be engaging all of this because we kind of feel that they're going to become clerk duties.

16:34:30 And so the first meeting that I was able to attend, we talked to the virtual webmaster. Obviously we have this vision of redoing the website.

16:34:40 But that comes, I believe, later when we're completed this task of the ad hoc comms meeting.

16:34:47 And right now I think we're just kind of. Really looking at how can we utilize our website and a better fashion.

16:34:55 And so we have chosen 2 locations to really focus on one of them. Why don't I just kick it over to you, Emily, right now, sort of stealing your, thunder here.

16:35:09 Go for it. I think we decided Red and I met with the webmaster. Yes to yesterday or today today.

16:35:18 It's been a long day. And we had shot off probably 6 different forms to the webmaster to have her create a fillable form online that would then be submitted for further processing for us.

16:35:34 It's the first baby step of baby steps. I mean, ideally we would love for them to be able to log in.

16:35:41 Calculate what the fee is, pay the fee all in the same motion and have it show up in our system.

16:35:46 But that's quite a ways off because we need. IT stuff that brother knows way better than I do.

16:35:53 Bridging that data between the 2 apps, making sure they're compatible and then it runs smoothly.

16:35:57 But currently we had her do the business license application. And it has a lot of if they say yes then this box pops up if it says no it doesn't so it forces them to fill out it completely.

16:36:12 One of our bigger struggles for my staff is incomplete forms. So then they spend. They write the letter.

16:36:19 Hey, you didn't do this right. Send it back to the customer. Customer gets it.

16:36:24 They try to do it right again. They forgot to do this. Okay, we got to call them.

16:36:28 Hey, you didn't fill this out. What is this? How do we so we're trying to eliminate that by having these fields be mandatory?

16:36:33 So that they can't move on to the submit button until they fill out their phone number. It's little things like that that as you can imagine, it's kind of frustrating because you're like, well, how am I supposed to get a hold of you?

16:36:44 Like, like this does not help. So we started off with those baby steps. We

sent them a bunch of applications for reservations for the Park Community Center community theater.

16:36:57 We're working on having her link that to the calendars that are already part of our modules so that people can go out and say, hey, I want to have Timmy's birthday on Tuesday in the afternoon.

16:37:10 Oh shoot somebody already has it great we'll move it to the next week. And they can fill out that whole form and it for right now it'll be a, okay, I'm gonna submit it.

16:37:21 It's gonna be tentative. Once they call in and give us their credit card number to make the payment, then we can hit it as final.

16:37:28 And to the outward public it wouldn't say to me's birthday party it just would seem reserved.

16:37:34 So I thought it was a really good meaning. We've already come up with a number of different forms already that were like, hey, let's shoot that over.

16:37:41 Like, hey, let's shoot that over. Like, let's get that form done. New dog ownership.

16:37:45 Like hey here's the dog's name breed it'll be submitted it gives my staff time to enter it before they come in to pay the actual fee.

16:37:55 You can make requirements of you have to attach the vaccination record. Otherwise you can't submit it.

16:38:01 I don't know how we verify that it's a vaccination record and not just a piece of paper, but.

16:38:06 Hopefully it will help eliminate some of this back and forth that we have. Molissa came up with a great idea today.

16:38:16 She's like, why don't we put the. Utility billing application on there.

16:38:19 Having fill it out, attach their driver's license, their rental agreement, their escrow papers. Whichever way they are.

16:38:26 And then they submit them and then they can, we just put their setup fee on their next utility bill.

16:38:33 It's streams like we can set up steps. That for example when you rent the community center if you were having a no host .

16:38:44 You're making your patrons pay for their alcohol You have to have an ABC license. So they can attach that license and that would get sent to our police department for review and approval.

16:38:57 So a lot of really cool stuff that we can do with it. It has some. Limitations, as of right now.

16:39:04 We're looking into some things. Regarding, you know, on the IT side so that we have security measures that are in place, encryption that's needed.

16:39:12 But it's a good start to where I think we want to get to.

16:39:18 Absolutely. I'd say it's a great use here starting out with this virtual webmaster.

16:39:24 I think we looked at We talked about how our. My dislike, I think everybody has a dislike for Just a hundred 50 PDFs on somebody's website, right?

16:39:37 And you just, oh, it's on there. The information is there. Just go find it.

16:39:41 So that's how we got on this. Where we had these PDFs for applications. And so I think that's a great place for us to focus on, but ultimately We want to clean up even how we name our PDFs that need to stay on there, but then ultimately some PDFs maybe don't need to be on there they can be collapsible information within the website itself which then In my

16:40:03 opinion, makes it as we move towards ADA accessible. That makes more sense to me.

16:40:11 Certainly you can have your PDFs be ADA accessible, but I think removing as many PDFs as we can having these fillable applications, then having the information collapsible on the website, I think makes more sense.

16:40:24 We're You should house your PDF, certainly as we do, but sometimes I feel like That's the only place some of that information is housed rather than.

16:40:34 Happy that built into the website itself if that makes any sense. I'm not sure So the other thing that's pretty cool that internally Emily has been working on with her staff because they do events is the calendar and I guess we'll just segue and let you speak about that as well.

16:40:56 Yeah, we were looking at the calendar that's there. We took city council approved events and obtained their flyer for their event.

16:41:06 It is on our citywide calendar and if you click on that event it actually pulls up their poster their link to their information whatever information was public on their flyer, we filled that in on that page.

16:41:18 To help keep that kind of fresh in everybody's minds. If you go to the events page, I do believe that it actually lists the upcoming events.

16:41:27 And it has like a little picture of whatever their flyer is. So I encourage people to check that out.

16:41:34 Yeah, and we're the website will be reformatted and right now we're just kind of working within the format that we currently have.

16:41:43 And so We don't like the entire calendar look. We would prefer to have if there's an event on the fifth, ninth and twentieth.

16:41:52 That's all we want listed and then just a real synopsis of the event rather than a dot on a day of the calendar.

16:41:59 It's still in that format. But we anticipate that that that that'll be changing in the future.

16:42:04 So right now we're just trying to utilize the site in a better fashion because ultimately the same information will be reformatted anyway when we go through the update.

16:42:16 Just trying to use some of the tools we already have. In making that information more readily available.

16:42:24 Sweet. It's so as you work with the virtual webmaster. Hi, I would encourage you to.

16:42:36 Keep track of how much time you really need them. Because of their, I mean. 10 HA month really to me.

16:42:43 Sounds like. Not enough time. So I hope that you guys would be willing to come to City Council if we needed to make any adjustments to budgets or.

16:42:54 She's actually like that. Yeah, she's actually really good. Even today, I think she said she gave us hey for this month I've used 5.3 h.

16:43:04 She's like, I still got 2 days in August. And so I shot off 3 more forms toward today.

16:43:08 Wow. So I'm like if we can get those last 3 in and get our full 10. Established.

16:43:16 Great. We want to do that. We want to keep that kind of flowing towards her. But yeah, we have practice ones right now that we, I'm gonna have our building, person that does business licenses, I might go in and pretend like you're submitting a form.

16:43:27 Many different scenarios as you can come up with with different kinds of

businesses and make sure it's compatible for what you need.

16:43:35 I think even today Reda, we had a couple on the fly that we were like, oh, that's not gonna work.

16:43:41 We're gonna need to do an extra question in between. So that was kinda nice.

16:43:48 So she's really good about her time keeping and keeping us aware of, hey, this is how much time I've used or.

16:43:53 Which is good, very helpful, yeah. Thank you. Do we have any public comment?

16:44:03 Anything else about the? Updating of the website. Yeah, I think we're appreciative of your perspective on the hours.

16:44:13 And usage and understanding of, how complicated some things may be, but we currently are just trying to dip our toe in the water, I think.

16:44:22 You know, I look back 4 years ago when Reda was, I don't know, had 3 different department head titles and one of them was IT and so Red a has an IT background from the Bay Area working.

16:44:37 With companies and, you know, computer systems and websites and all that. But it's unfair to her to continue to kind of stand things up and so This is a great opportunity for the virtual webmaster to kind of stand us on some things that we can literally just do ourselves that we don't need that person to accommodate and so definitely excited for.

16:45:00 That clerk position to kind of be the point person on all of this. In the future and ultimately just.

16:45:08 Allow us to utilize our own service in a better fashion than we currently do.

16:45:17 Thank you. So are we on item C? Good development of the mission statement, objectives and timelines.

16:45:29 Yeah, but a couple more past items I can just go over real quick if you don't mind and then we should jump to that one.

16:45:34 I will take advantage of a skip that's in the audience today. I did reach out to skip on on trying to do OP-eds, but unfortunately.

16:45:44 I don't know if you have a better mechanism for that or maybe a better contact or.

16:45:52 I wasn't able to get a response back from Cisco Daily News.

16:45:57 Okay, perfect. Yeah, our goal and actually I was thinking about it too and I mean ideally it would be the newspaper but I was also thinking you know depending on the last time we met you had mentioned increasing the newsletter frequency to monthly.

16:46:14 And so, you know, I don't know an OP-ed would be ideal in my opinion, but also we hypothetically could be doing an OP-ed on the grapevine.

16:46:32 Yeah, I don't know if anyone, you know, hypothetical, we could be stuffing the, Do you know the utility bill was kind of an update, you know, generalized update.

16:46:42 So, but I do think that we are already kind of do that. So I think that the newspaper is the most ideal location for that.

16:46:54 Okay. Sorry. I was just gonna add to that. We did when we started the newsletter, we did publish monthly.

16:47:02 And then we started cutting back. Just for the time to print and prepare formally. But we always have the opportunity in a mailing.

16:47:12 To insert a plane sheet. It doesn't take that much effort to do a 8 and a

half by 11 plane sheet information or third sheet.

16:47:20 Information will insert. On a less formal basis. That's a great point. I mean, I think it is pretty formal, pretty nice stock, that quarterly one that goes out where we could have a more simplistic.

16:47:34 Update intermittently as we see. Ness, which I, I'm kind of beginning to think that that's the great.

16:47:43 Operating and I know it's been pointed out by some members in the audience here and it is on my list that we will.

16:47:50 Basically post the newsletter on the grapevine as soon as it's printed and ready to get mailed out just because.

16:47:58 Some folks that live in the community, they don't get the newsletter because they don't pay the utility bill.

16:48:05 So I would I'm all for kind of doing something more informal through that process because I think that most people still And this is what we're trying to solve.

16:48:17 They don't know how busy we are. They don't know how many things we're doing.

16:48:21 If they are engaged, they're engaged on what item and may not know of some other things that are happening in the city.

16:48:28 So I would be completely for. I don't know, maybe a couple. News letters. A year, but just.

16:48:37 Talk about everything that's coming in the summer for all the work that happens in public works. And then all the planning that we're doing on future projects.

16:48:51 Yeah, I like that. I like that idea of a less formal.

16:48:57 And newsletter. And just going out whenever you feel it's necessary. I mean, it would be.

16:49:05 You know, great to have just. A little bit of information from the public works director about the Burgess Street project or the paving project that's going to happen on South Oregon Street.

16:49:20 I mean, just to keep it fresh in people's minds as well as to remind people that yeah, we do have a lot of work that we're doing and, you know, I'm just thinking, you know, you can.

16:49:32 Doing just a general. Information piece. Mr. Ledbetter, I'm thinking letters from LED.

16:49:41 I love it. Yeah. I'm gonna write that down. I like it.

16:49:55 I mean, I think that's what people want. Everywhere. Yeah. Additions from allldrich?

16:50:09 Yeah. Yeah, that was, I mean, that was pretty much it unless we wanted to go over any of the other possible action items.

16:50:16 I'll just continue to update those action items and I think some of them we're moving on right the virtual webmaster we got that solidified.

16:50:24 We're having those meetings now twice a month. We are in talks then, you know, moving on to the third bullet point on possible action items is essentially we needed that virtual webmaster I think to at least drive the conversation.

16:50:40 Or have them in our arsenal of folks to help us then transition to the upgraded, website.

16:50:52 We looked at a couple of different websites, Miramar and Oka, Florida websites that we both like.

16:50:56 A dream scenario and this is years, I think, is building out the GIS data.

For public consumption similar to Shasta Lake City.

16:51:06 That's not gonna come as quickly as the other stuff, but that's something. I think we're building capacity at the possibility of doing here over the next 5 years.

16:51:16 We met or heard from Dave on the media council, so, you know, the media council has kind of come back up from the ashes.

16:51:24 It's a high need here. But you know, they just barely gotten the 2 servers back online.

16:51:32 They got funding for both of those. So now those are online. Even if things don't work out with SMC, I mean, I think that there are other options.

16:51:42 We would prefer to use SMC, but there's also 20 s Avenue broadcasting, I believe that Discover Siscue uses they use them for Night of lights.

16:51:56 Yeah, I think we they do like the whole pre production of the city council meetings and the city council meetings themselves.

16:52:05 So there's multiple angles. You always see the face of the person speaking. I think that's it's there's other options I think we'd like to stick with SMC because they're kind of growing at the moment and they house our personal TV station so and then the only other note is yes, we will delete the city Twitter or Twitter X account.

16:52:28 And just stick to the grapevine Facebook and driving people to the updated website.

16:52:52 So just to, I guess.

16:52:55 Chetch and maybe discuss or flesh out we just continue to work on this piece of paper the way Rica communication meeting paper and I just continue to update it through this process.

16:53:06 And so the goal I have now written as and believe me, this is extremely malleable. So educate the city of whereica public on city procedures and policies to increase.

16:53:17 Awareness and communication on the many projects the city of that's the latest rendition from some notes I had at the last meeting.

16:53:29 But I think we should continue to discuss what are objectives. Of this of this meeting, what are the outcomes that we're seeking which are pretty much the action the possible action items list are there more I have now, you know, newsletter increased frequency to monthly post on Facebook as well as mail.

16:53:52 Less formal newsletter public works projects ringy project letters from lead better Try like.

16:54:03 So just kind of leave that open and it to the public and to the staff. What are some of the other action items you'd like to see come out of this.

16:54:12 Ad hoc meeting and does there need to be some discussion and more changes to this goal of ours.

16:54:30 For me the goal of the comms meeting is really finding some focus around a complete upgrade and better use of the website.

16:54:42 I think that's where we've all landed that ultimately. It's stale.

16:54:48 It's not getting updated as much henceforth. Now we have started that process. It can definitely we've already paid for an upgrade or a new look.

16:54:59 We haven't incorporated that yet, but I think when I've talked in this meeting, my goal is to utilize.

16:55:04 Facebook and the Grapevine to drive people back to the website where they can see on the front page.

16:55:11 The news and calendar. Of what's going on in the city and if you were only

to go to that site once a month it would be different every single time.

16:55:20 You went there just because there would be updated news and there would be updated events that were taking place. So I know we have different mechanisms, but I think we're kind of really focusing in now on just a, more increased management and use of the website.

16:55:37 That's kinda how I'm seeing things shaped up.

16:55:41 I think that's our. Should be our number one objective. Along with.

16:55:51 Educating the public just about and I think this fits into the website and to the videos that we've talked about just about.

16:56:00 What their local government does.

16:56:06 Absolutely. I mean, I do, I know you had talked about it or we keep talking about these, you know, a day in the life of Emily behind the scenes.

16:56:15 But I mean, that is where I would like to see this thing go is to the point where Ski Media Council, we are in a contract with them and we are paying them then to not only do all these videos but ultimately work with a staff member to go work on interviewing staff.

16:56:34 Members and interviewing business owners in the community. Where we could have always use Zephyr because that's where I end up going constantly but interviewing Deb at Zephyr and talking about her business interviewing Tammy down minor street and talking about the flowers that she cares about.

16:56:50 And just getting more information so that people I think that's what people want in rural communities such as ours they wanna feel a part of the community.

16:57:01 And so I think by having quite frankly. Matt Braves got a lot of history and the Brave family has a lot of history, but I mean, I think people want to know.

16:57:12 About people in our community and so even just having little vignettes of who Our city council members are who our employees are and what are some of the.

16:57:23 Businesses in the community that we can showcase.

16:57:33 What about having like little videos with the firemen volunteer firemen who need to be paid.

16:57:47 We're talking about putting that on the ballot. And how hard it is and what they go through.

16:57:54 You know, it would be good for people to understand and have an education of that. That is an excellent segue into an item, another item, the one of the many items that assistant city manager Red a Hogan works on.

16:58:10 So we do have a timeline proposed here for this, Hypothetical, 2024 sales tax measure.

16:58:20 And so part of that will be exactly that, an educational campaign that we are currently working on. With internally where we have scheduled, we met Jerry, we met with Chief Lima Serena and I did.

16:58:35 And we're scheduled, I believe, for September seventh. I wanna say. An ad hoc meeting.

16:58:44 Where we are bring for fire where we are bringing a multitude of people together that we think are very key people.

16:58:51 In educating the public and we will be educating them at that meeting. There'll be some South Wireica fire chief the regional fire chief for Cal Fire the retired regional fire chief for Cal Fire.

16:59:05 The Montague slash grenade of fire chief who also works for the state OES will all be at this meeting and we're going to start that exact process.

16:59:13 So thank you for pointing that out because we think that that's imperative

as well to. Provide that information for the community but yes let's just imagine we weren't doing that sales tax hypothetical sales tax we would be looking at doing something like that.

16:59:28 In a year or 2 years with the police department, you know, with Luna, with a day in the life of a firefighter or EMT that works for the city.

16:59:38 Of Wyrca. But to your point, that is a very important, Ballard initiative that we anticipate coming.

16:59:47 It's a very important issue in the community that we don't think. People are completely aware of that we have a volunteer fire department and so we are currently working on that exact education campaign and we have consultant that will take our information and create really pretty mailers and PowerPoints and educational information that we will distribute to the public.

17:00:12 So.

17:00:19 So actually on that note, if you don't mind, it'll just take me about 5 min before we end the meeting.

17:00:25 I know. Just long winded, led better. I'm just gonna go through real quick. I'm just gonna tell you hypothetically what we currently have.

17:00:35 I mean, this was just sent over today, what we currently have. I mean, this was just sent over today, just hours ago.

17:00:38 This is. Kind of an outline, the proposed outline for communications. So September, 2023.

17:00:45 Brief council members on poll results and recommendations brief fire police leaders on full results and recommendations civic mic works with city to draft poll based informational messaging for staff.

17:00:57 Community members and local stakeholders regarding cities public safety programs and increased demand for emergency medical response and other services will get the key points, the fact sheet, the PowerPoint.

17:01:08 Provide content for the city website. Content for cities existing communication channels create a customized web page for the project on civic mic.

17:01:21 Calm create online community survey post on line survey to city and civic mic web page includes specialized mapping and graphics on civic mic.

17:01:32 Dot com such as sample maps showing community participation in the survey. Create an email list of community members who have expressed interest in receiving updates.

17:01:40 October, November at 23 again public outreach to community organizations. Businesses local officials. Meetings and presentations with influential groups, community leaders and individuals.

17:01:53 December, 23 January 24 city staff city attorney and civic mic work together to develop internal first draft.

17:01:58 Of sales tax. Ordinance and resolution. Continue public outreach, February, March, 24, write design and send first informational mailer to all registered voters outlining city needs including increased demand for emergency medical response.

17:02:12 Fire safety prevention, introduction for introducing the need for local funding and encouraging feedback. Regarding potential projects to be funded.

17:02:21 April May of 24 analyze community feedback refined messages and plan based on community feedback finalized resolution and ordinance, continue public outreach.

17:02:30 June, July of 24 city council meeting, council adopts resolution calling for election requests consolidation with county.

17:02:38 Deliver adopt resolute adopted resolution to county register voters with

final ordinance language and ballot question. Civic mic updates, messaging, content for website based on final counsel approved proposed ballot measure.

17:02:51 August September of 24 send second informational mail order to all registered voters announcing council action to place measure on the November 24 ballot sharing results of community online survey explaining ballot measure and providing voter information.

17:03:08 And so we're definitely taking what Don Marie pointed out very seriously here with this. Devising a strategy.

17:03:14 This is the proposed strategy at the moment, but We're also working with the hired. Engineer and design consultant that we have for the fire hall.

17:03:24 On preparing information there as well where we want to be able to show visuals on what the new fire hall proposed fire hall would look like through this educational campaign as well.

17:03:38 That's all I got. Thank you. I think, that's pretty exciting.

17:03:50 I'm, yeah. I'm I am just I've said it before and I'll say it again.

17:03:58 I'm just very impressed with the vision that the city has, the leadership of the city. I think that it's absolutely critical to educate the public on the needs of the fire department.

17:04:12 And we haven't seen that. In the past with ballot measures for the city and for the county as well.

17:04:18 It's like. I mean, people just. Where did this come from? So, if we have done our job really well, Mr. Ledbetter, the county clerk's office will not receive any phone calls in October going, what is this measure that's on the ballot?

17:04:36 I haven't heard anything about it. Absolutely. I mean nobody would know better than you those feeling those questions that I mean I just go back and I say it whenever there's a compliment thrown in this direction is that ultimately We have a new folks like myself and Emily.

17:04:53 Have been onboarded in the last 2 and a half years at the city, John Juliana are part of that group and then we have some key members of the past.

17:05:01 Matt and Reda. And I think right now every time we think we have a good idea. And we break out of a meeting and we're headed in that direction.

17:05:13 I get an email from Reda and it's just a chain of emails from let's say 2,007 or 2,008 when she had that same idea and was shot down.

17:05:22 So I think we continue to move in a very positive direction with just a very robust staff that is, quite frankly uncommon, definitely uncommon in the government sector.

17:05:34 Yes. Well, thank you. And before I, adjourn the meeting, do I have any final, public comment?

17:05:44 Okay.