City *of*
Upper Arlington®

COMMUNITY ENGAGEMENT SUBCOMMITEE
September 8, 2020

Due to the ongoing situation with COVID-19 and pursuant to H.B. 197, the Community Center Feasibility Task Force Community Engagement Subcommittee Meeting was convened remotely via video-conference using Zoom. The meeting was called to order by Chair Bowe at 3:00 p.m.

MEMBERS PRESENT:	Subcommittee Chair Supen Bowe, Merry Hamilton, Kelly Boggs-Lape, Linda Moulakis, Diane Albrecht
MEMBERS ABSENT:	None
CCFTF MEMBERS PRESENT:	Co-Chair Margie Pizzuti
STAFF PRESENT:	Emma Speight, Community Affairs Director Debbie McLaughlin, Parks & Recreation Director Jeff Anderson, Parks Planning & Development Manager

CONSULTANTS PRESENT: None

1. Welcome/Opening Remarks
Chair Bowe welcomed members of the subcommittee and other attendees to the meeting.

2. Phase II Community Engagement
A draft Phase II Communications & Engagement Options outline (attached) was shared with the group. This lists a tentative schedule of milestone meeting dates and community engagement activities planned by the consultant team, including:

- A series of focus groups with stakeholder representatives (using the same contact list of participants from Phase I discussions) the week of October 5. Topics to include potential sites, programming.
- A Community Meeting to be held October 7 or 8. Topics to include potential sites, programming.
- A statistically valid survey to be conducted in the month of November.
- A Community Meeting in early December. Topics to include draft report, conclusions and recommendations.

The subcommittee discussed ideas for raising awareness about and encouraging resident involvement in Phase II, while recognizing that many attendance restrictions continue as a result of COVID-19. Upcoming activities discussed included:

- Home football games at the High School (September 25, October 3) – the subcommittee could set up a table/display and hand out postcards/flyers
- Drive-in concert for seniors, 2 pm, Thursday, September 24 at Mountview Christian Church – pass out postcards and comment cards
- Fall Fest Sunday, October 4 – plans are being finalized for a modified event at Fancyburg Park – opportunity for table/display and to pass out information
- Reopening of Senior Center – a phased reopening is tentatively scheduled to begin the week of October 5 – provide postcards/flyers and comment cards

Ideas discussed by the subcommittee included:
- Short videos – push out on social media, website etc., options could include;
  - Feature CCFTF co-chairs talking about the task force process
  - Tape some Zoom conversations between task force members
- Dedicated e-newsletter with regularly scheduled updates
- CCFTF members to host informal Zoom chats ("coffees") – opportunity for residents to log in and ask questions
- CCFTF members to commit to forwarding email updates to their friends/neighbors
- Host a Telephone Town Hall for seniors (use the database of phone numbers from COVID-19 outreach)
- Start or end of school – pass out postcards/flyers to parents
- Heavily promote all upcoming meetings and encourage attendance (social media, e-news, etc.)

Some messaging ideas were discussed:
- A community center may not feel like a priority for many right now, but this is a project that is looking ahead for the next 50 years and it's important for residents to plan for what they want their future to be.
- Opportunity to create the "third" home for families.
- This process is the result of a directive from the community. We are going where you asked us to go.

Staff will update the Communications and Engagement Options overview document and develop draft promotional pieces to share with the subcommittee. A second meeting of the subcommittee may be scheduled to finalize plans.

3. **Public Comment**

None

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The meeting was adjourned at 3:50 p.m.

Supen Bowe
Supen Bowe (Dec 16, 2020 10:48 EST)
Chair

ATTEST: _Jeff Anderson_