

PUBLIC AFFAIRS COMMITTEE MINUTES

APRIL 12, 2010

The meeting was called to order by Mrs. Groat at 5:00 p.m.

MEMBERS PRESENT: Deborah Groat, Henk Berbee, Tracy Richardson

OTHERS PRESENT: Jillian Froment, Jenny Chavarria, Valerie Klingman, Tammy Penhorwood

CITIZENS PRESENT: Peter Griffin

AGENDA:

- Home Maintenance/Beautification Recognition Program

Mrs. Groat said her goal is to recommend five people to Council to serve on the Exterior Property Maintenance Commission. Appointees include: Pete Griffin (Ward 3), John Cunningham (Mayor appointment), Tom Sawyer (Ward 2), Eric Moulton (Ward 1), Ward 4 – undecided. These members will be presented to Council on April 22nd.

Mrs. Groat cited Section 1319.08(c) of the Codified Ordinances, which gives detail for this Commission.

Due to a couple of members not being able to meet at 5:00 p.m., Mrs. Groat proposed that subsequent meetings begin at 6:00 p.m. Mr. Berbee and Mrs. Groat agreed on the time change.

Ms. Froment gave an overview of what's been discussed so far. We are looking at a Home Maintenance/Beautification Recognition Program. We want to create initiative and peers in neighbors and residents that would make them want to consider maintenance and beautification of their own homes. It can be both self-nominated or neighbor nominated. Looking for different categories: "Most improved" using before and after documentation, also pictures and descriptions. Include businesses, as well as homes. Consider using the Exterior Property Maintenance Commission in this program. Talked about different types of prizes. One was simple recognition i.e. yard sign and press release to the papers. Discussed the potential of gift certificates and sponsorships, but also the concerns

over the City endorsing one company over another by doing that. Discussed that for the business category, it would be City-wide, but two would be selected from each ward for each category, Most Improved and Beautifully Maintained – total of 10 each time. Talked about the potential of doing the program on a regular basis, but decided to try a summer program at first. If it goes well, it may become more often throughout the year. Would like to target applications to come in May 15 through June 30 and be able to do an award at the August 26th Council meeting.

Mrs. Penhorwood handed out information on this program.

Application/Nomination Form. Contains the category for nomination and if it's business or residential, address of property nominated, information on the property as to why it should be nominated or recognized. Return completed application to Division of Engineering. Deadline for forms and photos is July 30, 2010.

Need to determine if a property is nominated by someone else, should the owner give consent to have his/her property nominated. Some people may not want their property recognized.

Suggested that if they are not self-nominated, make it a policy to follow up with the property owner to make sure they're willing to be nominated.

The name and contact information of the individual who is nominating a property should be added to this form.

Mrs. Groat asked who would be responsible for gathering this information. It was suggested that the completed information be turned in to the Clerk of Council, who would turn over the information to the Exterior Property Maintenance Commission, who would in turn notify the nominees, plus conduct the judging. Since Mr. Griffin is an appointee to this Commission, Mrs. Groat asked him what he felt about the Commission notifying the nominees, as well as doing the judging of those nominated. Mr. Griffin didn't see a problem with that.

Mr. Berbee feels that whoever is nominated should sign off on it. Granting permission to be a nominee should not be done by a phone call. A release form should be drafted to be incorporated in the packet of material.

Proposed changing the language as far as deadline as follows: Applications must be received by June 30th. All work must be completed by July 30 and all photos received by July 30th, documenting final condition.

Mr. Griffin expressed concern for the Most Improved category. How do you go out and look for the ones that really need to be improved or how would know that they improved their property with one time out.

Discussed who should have the responsibility of nominating the properties. It was felt the Exterior Property Maintenance Commission members should not nominate the properties if they are going to be judging them.

The Public Affairs Committee unanimously voted to not have the Commissioners tasked with nominating from their ward.

There does not have to be a nomination from each ward each time. It's the City's responsibility to get the information out the residents to inform them of the program and the residents take it from there.

It was agreed that a Council member could nominate a property as a citizen.

Through the Property Maintenance Code, Staff could help the Commission since they would be aware of properties that are in violation of the Code and were told to improve their property.

Mr. Berbee feels it is important to include a contact name and phone number of a City employee on all information for those who may want to call with questions, etc.

It was agreed the contact person for this program would be the Clerk of Council.

Ms. Chavarria suggested, as an award, a garden stone that says "Beautification Winner for City of Marysville."

A yard sign was discussed earlier as a possible award.

Ms. Richardson feels an award may motivate the nominator by doing something nice for their neighbor.

Being recognized is a motivator as well.

Discussed announcing/rolling out this program the first week of May. Communication will come from Ms. Froment's office.

Applications can be posted on the City's website. They can also be distributed to local home and garden areas, Scotts, etc. Get flyers/applications to the Homeowner's Associations. Promote program on the cable channel and via a press release.

Once the Exterior Property Maintenance Commission members are appointed, they hold their first meeting and appoint a chairman for that commission, Mrs. Groat asked that they inform the Public Affairs Committee of that meeting, so they can attend and be informed of the decisions made by the Exterior Property Maintenance Commission.

Program Timeline:

May 6 – Utility Bill insert due

May 11 – Press release/411/CIC/Email/website link

May 15 – Program kick-off

May 16 – Utility bills mailed

Late May/Early June – Article in Journal Tribune

July 15 – Application deadline (including all documentation)

September 9 Council meeting – award recognition

Mrs. Groat suggested that Public Affairs Committee meet jointly with the Exterior Property Maintenance Commission on May 24.

Mr. Griffin feels September would be a better time to recognize the winner.

Give at least two weeks for personalized award.

Judging would take place between July 15 and August 15. Award announcement at September 23rd Council meeting.

Judging criteria was discussed. Judging criteria is standard, but Commission has responsibility of rating properties.

It was thought that “Most Improved” should be changed to “Property Enhancement” award.

Mr. Griffin doesn't feel the criteria on the Judging Sheet can be used for both awards. Should have two different score sheets with different criteria.

Commission should define the judging criteria. Point values could be assigned by the Commission.

What's important about the "Property Enhancement Award" is the "before" and "after".

Mr. Berbee asked if the only responsibility of the Exterior Property Maintenance Commission would be this recognition program. Ms. Froment said the City is going to be more assertive when it comes to property maintenance enforcement. This Commission will act as an Appeal Board per the Code.

Public Affairs will meet on Monday, May 24, 6:00 p.m. in Council Chambers. The Exterior Property Maintenance Commission will be invited to attend this meeting.

The meeting adjourned at 6:15 p.m.