



# INSTITUTE FOR LOCAL GOVERNMENT<sup>SM</sup>

*Promoting Good Government at the Local Level*

## **A. Minutes from the February, 2014 Meeting**

### **Present**

- **Institute Board Members:** Michele Beal-Bagneris, Matt Cate, Brett Channing, Hal Conklin, Norman Coppinger, Greg Cox, Rosemary M. Corbin, Pablo Espinoza, Henry Gardener, Mark Gaughan, Rod Gould, Rick Haffey, Pat Jones, Michael Kasperzak, Chris McKenzie, Art Takahara, Hazel Wetherford and Dan Whitehurst
- **Absent:** Salud Carbajal, Rick Haffey, Jim Keene, Daniel Miller and Kathleen Millison
- **Guests:** Mahvash Hassan, Mary Selkirk, Susan Stewart Clark
- **Staff:** Terry Amsler (via phone), Jennifer Armer, Karalee Browne, Yvonne Hunter, Kristy Jensen, Melissa Kuehne, Christal Love Lazard, Sarah Rubin, Steve Sanders, JoAnne Speers, Randi Kay Stephens

## **I. Introductions and Announcements**

JoAnne introduced new ILG Board member Hazel Weatherford, President of MMANC. Hazel shared that she has served on a few other non-profit boards and looks forward to working with ILG.

## **II. Telling the Institute's Story: Board Members Tales from the Field**

Board members shared information about their perceptions of the Institute's activities among local officials since the last board meeting, as well as whether they had received input and/or feedback on the Institute's efforts.

- Chris commended staff on ILG's public engagement and budgeting session at the City Managers Conference. He added that the City of Vallejo is engaged in an effort to incorporate public input into the decision on how to spend a portion of the city's sales tax revenue. He suggested this as a topic for a future Board meeting.
- Rod reported that a session at the League's new Mayors and Councilmembers Conference on city manager relations pulled heavily from ILG's resources and he encouraged attendees to visit ILG's website.
- Mike inquired if the executive forum League class on how to be a presiding officer could be resurrected. JoAnne responded that ILG has new materials on that topic in the refreshed Meeting Resource Center on ILG's website.
- Greg shared that the Live Well Program in San Diego County was now focusing on engaging chambers of commerce, individual businesses, school districts and cities in the program.

### **III. Consent/Administrative Items**

#### **Minutes from the December Meeting**

The board passed a motion to approve the minutes from the December 2013 meeting.

#### **Fundraising Summary**

The fundraising summary was distributed with the Board packet. Board members volunteered to contact organizations who had previously been donors to ask them to renew their donations. Board members also asked to be sent annual giving reminders.

#### **General Program Updates**

Program updates were distributed with the Board packet. JoAnne asked the Board for questions or comments, none were given.

### **IV. Discussion Items**

#### **Highlighted Program: Public Engagement**

JoAnne introduced ILG's new Public Engagement Program Manager, Sarah Rubin. Sarah shared her background in public engagement with the Board and that she is excited to be part of the ILG team.

Sarah asked the Board to share their positive and negative lessons learned from their experience engaging the public in their communities. Most board members shared that they have had both positive and negative experiences with public engagement. Lessons learned included:

- Engagement is often more productive with small groups;
- Traditional meetings are not always the best way to engage the community;
- Good intentions can have bad end results; and
- Sometimes even if a lot of outreach is conducted the community still does not show up.

Sarah introduced Public Engagement Program Coordinator Christal Love Lazard to share the public engagement program's 2013 achievements. Christal reported that the public engagement team produced eight publications and ten stories from the field in 2013. Additionally, ILG reached 358 people through webinars, 775 through conference sessions and 1717 through the monthly Public Engagement Enewsletter.

Sarah then provided the Board with an overview of the work slated for 2014. She reported that the public engagement program will be doing work related to SB 375, the Local Control Funding Formula, economic development, public engagement and technology and leadership. In addition, the public engagement team will be providing technical assistance to local jurisdictions. She invited feedback and advice from Board members. Board members recommended focusing on

engaging groups that do not often participate (younger generations and immigrant communities) and providing practical and actionable advice.

Sarah introduced Mary Selkirk, Collaborative Public Policy Specialist. Mary provided an overview of the Jonathan Haidt's *The Righteous Mind: Why Good People are Divided by Politics and Religion*. Mary stressed that in order to reach people it is necessary to speak to their values. She outlined the three principles of moral psychology:

1. Intuitions come first, reasoning comes second;
2. There's more to morality than caring or fairness; and
3. Morality binds and blinds.

She added that in order to persuade people of a point of view one needs to focus on commonalities and speak to the "elephants" in the room.

## **Tracking Progress on Goals: Goal 2**

JoAnne introduced Communications Coordinator Melissa Kuehne to provide an update on the Board's goal of increasing familiarity with and use of ILG's resources. Melissa reported that ILG's webteam has refreshed the homepage, incorporated the "New to Local Public Service" section into the Local Government Basics and is the process of streamlining the navigation of the website. She provided data on the success indicators laid out by the Board including total visits to the ILG website, number of downloads and average length of time spent on the ILG site. She also provided the Board with social media and newsletter statistics.

Board members noted that they could help in efforts to drive traffic to the ILG site. The Board encouraged ILG to look into options to let website visitors interact with the website and ways to better engage newly elected officials and connect them with ILG resources. They also suggested reaching out to local agencies in California to link to ILG from their websites.

## **Initial Direction on Potential Training Partnerships: ILG Goal 1**

JoAnne reported that ILG is exploring partnerships to compliment the relationships with the League and CSAC. She invited feedback and questions from the Board. The Board responded that they were supportive of pursuing partnerships to strengthen ILG including reaching out to the California Special Districts Association.

JoAnne explained that the Maddy Institute at California State University at Fresno has expressed interest in a joint training for those new to public service in the Central Valley. Board members inquired about funding for the trainings. JoAnne responded that there have been preliminary conversations surrounding funding, and the Maddy Institute thinks they may have a donor interested in funding this project.

Questions were raised regarding the status of the conversations and staff demands. JoAnne responded that only preliminary conversations have taken place so far, staff will explore this further if the Board is supportive. She added that staff demands are not completely clear yet, and

is partially dependent on the background of the new ILG director. The Board was supportive of ILG pursuing this opportunity further.

## **Committee Reports**

### **Finance Committee (action)**

JoAnne introduced Brook Yciano, ILG's new controller. Finance Committee Chair Art Takahara reported that the Committee has recommended accepting the 2013 financials. JoAnne added that the CCS Partnership has changed banks requiring the updating of signators. She added that CSAC will only be paying half of their outstanding receivable for 2013, and they are in discussions concerning the level of continued support.

The December financials will be modified to reflect changes in CSAC and CCS funding. The Board accepted the modified financials.

Art reported that the Committee discussed looking for new auditors. The Committee will review bids and hopes to have an audit well in process by the next Board meeting.

### **Executive Committee (action)**

The Executive Committee reported that they had their retreat in San Diego at the end of January. They also reported that they would like to have Michelle Beal-Bagneris serve on the Committee. The Board moved to appoint Michelle Beal-Bagneris to the Executive Committee.

## **V. Executive Session**

As is its tradition, the Board next met in executive session with the executive director and then without.

## **Adjourn**

### **2014 Board Meeting Dates**

- Friday, May 30th
- Thursday and Friday, August 21st, 22nd (note uncertainty on whether we will have a two day retreat)
- Friday, November 7th

Approved May 30, 2014