



THE MARYLAND MUNICIPAL LEAGUE
The Association of Cities and Towns

Engagement & Outreach Committee

6:00 p.m.

Wednesday, September 22, 2021

Virtual Room Link: <https://us06web.zoom.us/j/85796637110?pwd=Ty92emNOejlENWcwanYyOXFIZ0dRdz09>

AGENDA

- | | |
|--|-------------------|
| 1. Call to order | Eugene W. Grant |
| 2. Roll Call Committee Members | Sharon Easton |
| 3. Special Greetings | |
| a. MML President | Jacob Day |
| b. MML Executive Director | Scott Hancock |
| c. Committee Chairperson | Eugene W. Grant |
| 4. Statement of Meeting Goals | |
| a. The committee will discuss and adopt a Committee Overview | |
| b. The committee members will select a sub-committee to serve on | |
| c. The committee members will understand the responsibilities of the traditional programs | |
| 5. Discussion and Adoption of Committee Overview | Committee |
| a. MAIN MOTION: <i>"I move that we adopt the Committee Overview with the agreed upon amendments."</i> | |
| 6. Sub Committee Expectations and Assignments | Eugene W. Grant |
| a. Municipal Day at Six Flags | |
| b. Municipal Promotional Video | |
| 7. Discussion on Traditional Committee Programs | Paula Chase-Hyman |
| a. 2021 Mayor's Essay Contest | |
| b. Banner City/Town Assignments | |
| c. Municipal Government Works Month | |
| 8. Announcements | Paula Chase-Hyman |
| 9. Adjournment | Eugene W. Grant |

It's essential to the committee's goals to have a quorum. Please contact Sharon Easton at MML with Regrets ONLY by September 20. As you've accepted the appointment, we will assume you plan to attend, otherwise.

Paula Chase Hyman is inviting you to a scheduled Zoom meeting.

Topic: Engagement & Outreach September Meeting

Time: September 22, 2021, 06:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/85796637110?pwd=Ty92emNOejlENWcwanYyOXFIZ0dRdz09>

Meeting ID: 857 9663 7110

Passcode: 900690

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THE MARYLAND MUNICIPAL LEAGUE

The Association of Cities and Towns

Engagement and Outreach Committee

Committee Overview

MML President: The Honorable Jacob Day, Mayor
Staff Liaisons: Paula Chase-Hyman and Sharon Easton
Committee Chair: The Honorable Eugene W. Grant, Mayor
Fiscal Year: June 2021 to June 2022
Presidents Theme: **The Soul of Maryland**
Report Date: September 22, 2021

League Mission Statement

Maryland Municipal League's mission is to strengthen and support municipal government through advocacy and development of effective leadership.

Primary Responsibilities of the E & O Committee

Committee's primary purpose is to provide management oversight of traditional programs and identify ways to deliver on Presidential initiatives that match with the committee's goals of raising awareness among membership to the League's benefits and the benefits of municipal government to state of Maryland.

Traditional Committee Description

Responsible for managing League programs that raise awareness about the role of municipal government and municipal officials. It coordinates a broad array of programs including the annual "**If I Were Mayor...**" **Essay contest and Banner City/Town**. The committee traditionally meets five to six times per year, usually the fourth Wednesday of the month beginning in August and ending in May and other times that the Chair may call.

Historical Summary

The Engagement and Outreach committee was formerly known as the Communications Committee. This name confused some as it implied a level of marketing and promotion that the committee did not undertake.

Engagement and Outreach is a better description of the committee's overall duties, and those responsibilities are focused on the traditional programs listed below and any initiatives imparted by the MML President. The committee's responsibilities revolve around one primary internal audience (municipal officials and staff) and a secondary, maybe even tertiary, external audience (Maryland residents, potential sponsors, and businesses).

Proposed Mission Statement

To effectively engage all Maryland Municipalities through strategic outreach opportunities that help them deliver quality services to their constituents.

Proposed Vision Statement

Our vision is to serve as a leading example of a culturally, socially, and politically diverse committee that champions and cultivates the intrinsic value of membership within the Maryland Municipal League.

Proposed Values Code

- Open
- Honest
- Accountable
- Equitable
- Inclusive

Proposed Goals 2021-2022:

1. **Promotional Video:** It is strongly recommended that we develop a video that promotes Maryland municipalities. We would highlight each district and those municipalities within the district about the unique attributes of those cities, towns and villages. The five districts as I understand them to be is *Central, Eastern* (both upper and lower), *Northern, Southern* and *Western*.

- a. **The Purpose:** To promote the uniqueness of Maryland Municipalities.
- b. **Outcome:** Increased awareness of municipalities. Promote tourism within Maryland Municipalities.
- c. **Fiscal Note:** Approximately \$1.5 million to \$2 million

2. **Six Flags Municipal Day:** It is proposed that we hold a Municipal Day at Six Flags America the only major Amusement Park in the state and that is in a Maryland Municipality - Bowie. Municipal Day at Six Flags America would host all Maryland Municipalities who would display a tent promoting their city/town. The day would be filled with fun, engaging, entertaining and educational events. The day would also consist of competitive activities among municipalities, multiple concerts throughout the day, games and so much more. This fun filled day will create engaging opportunities among municipalities and other park attendees.
 - a. **The Purpose:** To bring together and promote Maryland Municipalities.
 - b. **Outcome:** Increased awareness about Maryland municipalities. Engage all municipalities in activities that bring them together.
 - c. **Fiscal Note:** Unknown

Goal One: Create new and refreshing ideas.

- a) **Objective:** Add and manage 2 new innovative initiatives managed by the E&O Committee within the fiscal year.
- b) **Objective:** Secure at least 40 municipalities to participate in the **Municipal Day at Six Flags** event.
- c) **Objective:** Gain the support of all five regions to participate in the **Municipal Promotional Video**.

Goal Two: Grow MML membership *participation* within league activities/programs.

- a) **Objective:** Increase by 30%-member participation in meet and greet social at the 2022 Convention
- b) **Objective:** Increase by 10%-member participation in Municipal Government Works Month activities.

[Contact Name]	Title	Company Sort	[Email Email]
Chief George Bacorn	Chief of Police	Denton	gbacorn@dentonmdpolice.com
Mr. James Gaston	Administrator	Brentwood	town.administrator@brentwoodmd.gov
Mr. Bradley Pudner	Public Works Director	Berwyn Heights	bpudner@gmail.com
Mr. Donald H. Mulrine, Jr.	Manager	Denton	dmulrine@dentonmaryland.com
Mr. Douglass R. Barber	Clerk	New Carrollton	dbarber@newcarrolltonmd.gov
Mrs. Awilda Hernandez	Clerk	Bowie	ahernandez@cityofbowie.org
Ms. Elizabeth Boa	Clerk-Treasurer	Glen Echo	townhall@glenecho.org
Ms. Sharron Lipford	Public Engagement Manager	Seat Pleasant	sharron.lipford@seatpleasantmd.gov
The Honorable Amy Chmielewski	Mayor	Bel Air	achmielewski@belairmd.org
The Honorable Briana Urbina	Councilmember	New Carrollton	burbina@newcarrolltonmd.gov
The Honorable Celina Benitez	Mayor	Mount Rainier	cbenitez@mountrainiermd.org
The Honorable Deborah Burgoyne	Mayor	Burkittsville	mayorburgoyne@gmail.com
The Honorable Emily Keller	Mayor – Vice Chair	Hagerstown	ekeller@hagerstownmd.org
The Honorable Eugene W. Grant	Mayor – Chair	Seat Pleasant	egrant@seatpleasantmd.gov
The Honorable Jack L. Orris Jr.	Councilmember	Berlin	jorris@berlinmd.gov
The Honorable Leta M. Mach	Councilmember	Greenbelt	leta.council@verizon.net
The Honorable Michele Gregory	Councilmember	Salisbury	mgregory@salisbury.md

Banner City At-A-Glance

The Banner City/Town designation is awarded to the municipality, not an individual. City/Town's elected and appointed officials are encouraged to work together to accomplish the five participation requirements:

- I. Send at least one representative to the annual summer convention and the fall conference.
- II. Ensure at least one representative from your municipality attended fifty percent (50%) of the Chapter Meetings/Events
- III. Municipality must conduct a Municipal Government Works (MGW) Month activity OR make a MGW Month proclamation OR display the MGW flag during the month of November
- IV. A representative must visit at least one school to explain the role of municipal government in a community
- V. At least one elected or appointed official must participate in ONE of the following MML activities or programs during the eligible Banner City/Town year (June - May):
 - Served on the MML Board of Directors
 - Served as a Chapter officer or Chapter Board of Directors
 - Was a member in good standing on an MML committee
 - Enrolled in or graduated from the Academy for Excellence in Local Governance
 - Attended Maryland Mayors Association Winter Conference
 - Participated in the mentor program
 - Hosted a municipal shadowing program

Municipalities who are designated Banner City/Towns:

- Are recognized among their peers as an active participant in showcasing municipal government and how it works.
- Work together, as a municipality, to help strengthen their membership league
- Foster goodwill by educating youth about municipal government.
- Maximize their MML membership by taking part in League programs and activities.

"If I Were Mayor, I Would..." Essay Contest At-A-Glance

Each year, since 2001, the Maryland Municipal League (MML) and the Maryland Mayors' Association (MMA) has invited 4th grade students throughout Maryland to participate in a statewide essay contest: "If I Were Mayor, I Would..." The Essay has a new theme, each year to help students think about ways to make their community a better place to live.

The contest gives students a chance to creatively use grade-specific language arts skills and civics/social studies knowledge. MML has educated over 30,000 students since the contest's inception. Promotion of the program spans a wide variety of audiences:

- Children ages 9-10
- Parents of those children
- Superintendents of all 23 counties
- Elementary school Principals
- Fourth grade teachers state-wide (on average each school has 2-4 teachers)
- Elected officials and municipal staff from 157 municipalities
- Media outlets throughout the state

Municipalities who participate in the Essay contest by promoting it, judging essays and/or talking to students:

- Actively showcases the job of mayor as well as municipal government and how it works
- Fulfill a Banner City/Town requirement
- Foster goodwill by educating youth about municipal government and the role of mayor
- Maximize their MML membership by taking part in League programs



MGW Month At-A-Glance

Since 1993, Maryland's cities and towns have celebrated Municipal Government Works (MGW) Month each November in an effort to promote citizens' awareness of and interest in the government in their communities. Through school visits, MML members have educated over 23,000 students and their teachers about how municipal government works.

There are many ways to participate in MGW Month:

- Hold an Open House to highlight major projects, new programs and introduce citizens to the employees who bring them their services
- Honor Community leaders
- Schedule special events or tie the municipalities existing November special events into MGW month
- Visit classrooms to talk about municipal government, the role of a mayor and, if visiting 4th graders, the "If I Were Mayor, I Would..." Essay contest
- Work with local schools to hold other MGW activities
- Fly the MGW Flag at City Hall
- Have the Council/Commission proclaim November, Municipal Government Works Month, via resolution

Municipalities who participate in MGW Month:

- Actively showcases municipal government and how it works
- Fulfill two requirements for the Banner City/Town program*
- Foster goodwill by educating youth about municipal government
- Maximize their MML membership by taking part in League programs and activities.

***if you conduct a school visit**

Shadowing Program At-A-Glance

Intended to create a shadowing experience that will familiarize students with the role of municipal government officials and the operations of city/town government. The student experience should include:

- attendance at a council work session or various other meetings
- exposure to citizen concerns
- a tour of the community with a municipal government official
- an understanding of current issues and the decisions that have been or will be made regarding these issues.

The experience culminates with the student's attendance at a city/town council meeting where s/he will read a report about his/her experience. The city/town will present the student with a certificate or citation recognizing the student's participation.

Length of Participation:

Will vary by municipality. However, the template provided by MML allows each municipality to implement a program that will work best for their elected officials and municipal staff and can be used for elementary age through high school.

Municipalities who participate in the mentoring program:

- Plays an active part in showcasing the unique structure of municipal government and all it involves
- Fulfill a Banner City/Town requirement
- Foster goodwill by educating youth about municipal government
- Maximize their MML membership by taking part in League programs and activities.

Engagement and Outreach Committee

Meeting Dates for 2021-2022

All meetings are held the fourth Wednesday except April and May. Committee members are expected to take part in the *mandatory* April reading and May essay contest ceremony.

2021

September 22

October 27

2022

January 26

February 23

April 13 (tentative) — (If I Were Mayor Essay Contest Reading is mandatory)

May — (Essay contest ceremony and wrap up meeting & preparation of end of the year report to the President and Board)

The essay contest ceremony will be held between the 13th – 20th

All meetings are held the fourth Wednesday except April and May. Committee members are expected to take part in the mandatory April essay contest reading and the essay contest ceremony traditionally scheduled in May.