



THE MARYLAND MUNICIPAL LEAGUE
The Association of Cities and Towns

Engagement & Outreach Committee

6:00 p.m.

Wednesday, October 27, 2021

Virtual Room Link: <https://us06web.zoom.us/j/82409749423?pwd=WUk1MllvWjB0ZW43MVRXeW9aMGwxdz09>

AGENDA

- | | |
|--|--------------------|
| 1. Call to order | Chairperson Keller |
| 2. Introductions | |
| 3. Update on Traditional programs | Paula Chase Hyman |
| a. Essay contest content | |
| b. MGW Month social media campaign | |
| c. Banner City outreach | |
| 4. Promo Video Initiative – Next Steps | Chairperson Keller |
| 5. Announcements | Paula Chase-Hyman |
| 6. Adjournment | Chairperson Keller |

It's essential to the committee's goals to have a quorum. Please contact Sharon Easton at MML with Regrets ONLY by October 25. 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: E&O October Meeting - 10.27.21

Time: Oct 27, 2021 06:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/82409749423?pwd=WUk1MllvWjB0ZW43MVRXeW9aMGwxdz09>

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Maryland Municipal League

The Association of Maryland's Cities and Towns

Engagement and Outreach Committee Meeting Notes

**Wednesday, September 22, 2021
Hybrid Meeting**

PRESENT: Eugene Grant, Mayor, Seat Pleasant, Chair
Emily Keller, Mayor, Hagerstown, Vice Chair
Douglass "Doug" Barber, Clerk, New Carrollton
Celina Benitez, Mayor, Mount Rainier
Elizabeth Boa, Manager, Glen Echo
Deborah Burgoyne, Mayor, Burkittsville
Amy Chmielewski, Mayor, Bel Air
James D. Gaston, III, Administrator, Brentwood
Michele Gregory, Councilmember, Salisbury
Awilda Hernandez, Clerk, Bowie
Sharron Lipford, Engagement Director, Seat Pleasant
Bernard Pudner, Public Works Director, Berwyn Heights
Briana Urbina, Councilmember, New Carrollton

NOT PRESENT: George Bacorn, Chief of Police, Denton
Leta Mach, Councilmember, Greenbelt
Don Mulrine, Administrator, Denton
Jack Orris, Councilmember, Berlin

STAFF: Paula Chase Hyman, Director, Member Engagement
Sharon Easton, Membership Specialist

Call to Order

Chairman Grant called the meeting to order at 6:00 p.m.

Roll Call

MML Membership Specialist Sharon Easton took the committee roll call.

O V E R . . .

1212 West Street, Annapolis, Maryland 21401

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Statement of Meeting Goals

Chairman Grant went over the meeting goals with the committee, to discuss and adopt a committee overview, to select a subcommittee to serve on and to understand the responsibilities of the committee's traditional programs.

Special Greetings from Committee Chairperson

Chairman Grant thanked the committee for heeding the call of President Day to serve on this committee for what will be an exciting year of many activities and opportunities to impart wisdom, knowledge and understanding to our colleagues throughout the state so they can active members and participants in MML. He thanked the President for appointing him to serve in this capacity as chairperson of committee. He extended special thanks and appreciation to MML Member Engagement Specialist Sharon Easton for her work she has been doing with the committee over the years and assisting him these past four weeks. He also thanked Member Engagement Director Paula Chase Hyman for her work and guidance in assisting him in organizing this committee so that we could have a productive year. He thanked each committee member who volunteered to serve on this committee, especially those who have served on the committee for multiple years.

Discussion and Adoption of Committee Overview

Chairman Grant noted that the committee received the committee overview prior to the meeting for review. He went over the highlights of the committee overview which included the League's mission statement, committee responsibilities, traditional committee description, historical committee information, proposed mission and vision statements, values code and proposed goals. Commitment was added to the values code. Chairman Grant then entertained any questions, comments, and additions to the committee overview.

New Carrollton Clerk Douglass Barber inquired if municipalities would be expected to fund the promotional video. It was noted that municipalities have already passed their budgets. Chairman Grant stated that funding would come from external sources such as the Governor's office and businesses. He commented that it would be nice if municipalities wanted to contribute but that it was not expected. He felt the revenue needed to fund the video could be accomplished without municipal revenue. If municipalities were expected to contribute, it would be for the following year so that it could be included in their budgets.

New Carrollton Councilmember Briana Urbina inquired about the time commitment needed for subcommittees. Chairman Grant indicated that the work would be in planning and organizing, not in meetings. The subcommittee chairs will assign tasks that would be completed by subcommittee members. It's hard to be an engaged committee and ask other members to be engaged if the committee is not engaged as well, which will contradict why we exist. He encouraged the committee's opinions. He stated that we want to make the Engagement and Outreach Committee the greatest committee of MML. He stated there is no greater committee than this one and that is how he will conduct this committee. He noted that other committees have important work, but our committee's participation is needed to engage the membership to get them involved in what the collective organization has agreed to be our agenda for the year.

Bowie Clerk Awilda Hernandez informed the committee that Six Flags is not in the incorporated municipality of Bowie but outside of city limits. There was a question as to whether Six Flags had already been contacted about Municipal Day at Six Flags. Chairman Grant stated that he is aware they are not in the city limits, but maybe they can be annexed into the city limits. He noted that Six Flags has been contacted and are excited. They have a new president and one of their goals is outreach as well.

The committee expressed concern that two goals in one committee year might be too much in one year in addition to the committee regular outreach work. New Carrollton Clerk Douglass Barber offered insight from his experience in planning events and suggested that we focus on one goal with the whole committee. He noted that the outreach alone will take a lot of work.

Chairman Grant stated that insight was realistic, but we will not only be looking to those on the committee but also enlisting support from other MML members as well. Chairman Grant stated that with a fresh new breath of air coming in, with new energy and excitement, we can reach out to other individuals that would be willing to assist. The committee is encouraged to give their thoughts and when it comes to the vote, that is the direction that the committee will go.

Paula Chase Hyman noted that returning committee members are familiar with the work of this committee. She has had multiple conversations with the chair about the viability of these types of projects traditional committee tasks still need to be completed. She wanted to make the committee aware that some of the traditional programs and the way they work will change this year. There will not be the same task load on the committee as it has been in the past. She indicated that she would never put more on the committee's plate without taking something off. There are some tasks that will no longer be on the committee's list so they can accept some of the proposed goals.

Mount Rainier Mayor Celina Benitez inquired as to what is the time frame for the proposed Six Flags Day. Chairman Grant noted that Six Flags Day would probably be in July or August, after the gubernatorial race. He noted that the date is dependent on Six Flags availability.

Hearing no other questions, Chairman Grant asked if there was a motion on the committee overview which includes the proposed committee goals for the year.

There being no motion, Chairman Grant moved to the next portion of the agenda. He values everyone's time and appreciated their time and consideration.

After a brief discussion, Seat Pleasant Engagement Director Sharron Lipford made a motion to adopt the goal of creating a promotional video for municipalities. The motion was seconded by Mayor Celina Benitez. The motion passed.

Brentwood Administrator. James Gaston made a motion that we look into Municipal Day at Six Flags. The motion was seconded by Sharron Lipford. The motion passed.

Chairman Grant noted that by splitting up the goals into two motions, the committee overview has not been adopted.

Subcommittee Expectations and Assignments

Chairman Grant asked for volunteers for subcommittee chairs. Hagerstown Mayor Emily Keller will chair the Municipal Promotional Video Subcommittee and Brentwood Administrator James Gaston will chair the Six Flags Subcommittee. Chairman Grant asked for volunteers to serve on the subcommittee. He asked committee members to send staff their subcommittee selection.

Discussion on Traditional Committee Programs

Paula Chase Hyman informed committee members that they received the background on the League's traditional committee programs in their meeting packet. She stated that although there is a lot of information on the programs, this helps the committee understand what some of our traditional programs have been in the past. The three programs that we will continue to engage the committee on are the Mayors Essay Contest, Banner City/Town Program and Municipal Government Works Month. It will be a little different this year.

She noted that we have created a page on MML's website that will allow committees to access the committee information instead of using Member Clicks which required a log in. On MML's website, Under the Engagement and Outreach committee page, there is a subpage called Outreach Resources. This is where we will put links to meeting packets and handouts. Also, on the page are the links to the three committee programs with the background information.

The committee was provided an Outreach Tips handout which lists the timelines for the essay contest and Banner City/Town. This is also on the Outreach Resources page on the website.

Paula informed the committee that they will primarily be focusing their time on reaching out to municipalities to encourage them to do school visits and for their local schools to participate in the essay contest. The committee will not need to come up with the questions or theme for the essay contest. MML President's Day theme is the Soul of Maryland, and she will create questions based accordingly

We make outreach easy by giving you the municipalities who are contending for Banner City/Town. There are 117 municipalities contending for Banner City/Town. She will send the committee their assigned towns where they will focus the bulk of your outreach. If needed, she can pick up the slack on the other municipalities. All municipalities will still receive outreach from MML. When you get your assignments, find a contact at your assigned municipality, and relay the information provided for that timeframe from the tip sheet. She stated that this information will also be in the email that she will send to the committee.

If you don't understand something, you can go to the Banner City/Town page on our website which will be helpful. The Banner City/Town criteria is also located on this page.

She noted that because working on the subcommittees will take a great deal of time, this is something helpful to keep you on track with the outreach timelines.

She noted that veterans may be feeling a little discombobulated since this was the main focus of the committee's work and now it is more along the lines of making sure that members participate in our traditional programming.

Chairman Grant asked if there were any questions on the three programs. Mayor Benitez asked when the committee would be notified when the questions were completed. Paula noted that the committee should have the questions by November and the essay contest materials would be ready to go out in December.

Announcements

Paula informed the committee they would be getting a follow up email giving more detail about some of the assignments.

Chairman Grant stated that he will reach out to the subcommittee chairs directly in the next few days.

Chairman Grant asked committee members to send their subcommittee selections to Sharon Easton. He stated that we are looking for everyone to do something.

Brentwood Administrator James Gaston requested a meeting invite be sent to the committee for the meeting dates.

There being no other business the meeting adjourned at 6:41 p.m.

Engagement and Outreach Committee Address List 2021-2022

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