



THE MARYLAND MUNICIPAL LEAGUE
The Association of Cities and Towns

Engagement & Outreach Committee

6:00 p.m.

Wednesday, March 23, 2022

Virtual Room Link: <https://us06web.zoom.us/j/88644407774?pwd=QmF6Z2RKa2pKU3dkaisvT24rMGdQZz09>

AGENDA

- | | |
|---|--------------------|
| 1. Call to order | Chairperson Keller |
| 2. Essay Contest | MML Staff |
| a. Report on essays received | |
| b. Finalize volunteer reading slots | |
| c. Ceremony details – May 4 | |
| d. Last E&O meeting details | |
| 3. Spotlight Maryland | Chair & MML Staff |
| a. Sponsor update and deadlines | |
| b. Video development update | |
| c. Video premiere details – Tuesday, June 14 at Closing Session | |
| d. Committee member duties for Summer Conference | |
| 4. Announcements | |
| 5. 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 March 21. 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 and Outreach March

Time: Mar 23, 2022 06:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/88644407774?pwd=QmF6Z2Rka2pKU3dkaisvT24rMGdQZz09>

Meeting ID: 886 4440 7774

Passcode: 924964

One tap mobile

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Maryland Municipal League

The Association of Maryland's Cities and Towns

Engagement and Outreach Committee Meeting Notes

Wednesday, January 26, 2022

Virtual Meeting

PRESENT: Emily Keller, Mayor, Hagerstown, Chair
Diane Foster, Councilmember, Taneytown, Vice Chair
Douglass "Doug" Barber, Clerk, New Carrollton
Celina Benitez, Mayor, Mount Rainier
Elizabeth Boa, Manager, Glen Echo
James D. Gaston, III, Administrator, Brentwood
Awilda Hernandez, Clerk, Bowie
Michele Gregory, Councilmember, Salisbury
Don Mulrine, Administrator, Denton
Jack Orris, Councilmember, Berlin
Bernard "Brad" Pudner, Public Works Director, Berwyn Heights

NOT PRESENT: George Bacorn, Chief of Police, Denton
Deborah Burgoyne, Mayor, Burkittsville
Sharron Lipford, Engagement Director, Seat Pleasant
Briana Urbina, Councilmember, New Carrollton

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

Call to Order

Chairperson Keller called the meeting to order at 6:03 p.m.

Chairperson Keller welcomed MML Executive Director Scott Hancock to the meeting.

Mayor Celina Benitez requested a moment of silence for Hyattsville Mayor Kevin Ward who passed.

O V E R . . .

1212 West Street, Annapolis, Maryland 21401

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Update on Traditional Programs

Essay Contest Dates and Committee Obligations. Member Relations Director Paula Chase Hyman reported that the essay contest information has been sent to schools.

Paula noted that we have not received any entry form application requests yet. She stated that she is not concerned since the schools have just started receiving the essay contest information. Although it is slow going, we will start getting requests in. She reminded committee members to encourage their assigned municipalities to start school visits. The option to do virtual visits would make it easier to get into schools.

Paula told the committee to save the date of April 13 on their calendar, which is the essay contest reading. This is an important date. We will have more information as we go along on how the digital essay contest reading works. There was a question from a previous meeting as to whether we could do the essay contest reading as a hybrid. With the essay contest being digital, there are no physical files for the in-person reading. The process is very streamlined. She noted that doing it through Zoom worked well but it was a different experience.

Banner City/Town. Paula informed the committee that the new legislative criterion has been added and is being promoted. She informed committee members that when they are talking to their assigned municipalities, inform them that if they are presenting any type of testimony to the General Assembly, that it counts towards the designation. Municipalities should look at the participant form to understand what they need to turn in and who to send it to.

Chairperson Keller welcomed MML Executive Director Scott Hancock and asked if he had any comments.

MML Executive Director Scott Hancock stated that he was very impressed with what he has seen so far from the committee. He loved the video idea which originated from Mayor Grant. He commented that Mayor Keller has taken over the reins and is doing a great job working with the staff on continuing the project. He is looking forward to the video and being part of this landmark project from this committee.

Scott stated that this committee is well known for the If I Were Mayor essay contest and the Banner City/Town program, but this video will set MML up for some awards. On behalf of Mayor Day and the Board, he thanked Mayor Keller for stepping in and being very engaged. He also thanked the committee for everything that they do for their communities and MML. Scott let the committee know that he appreciated their work. He stated that he looked forward to seeing everyone in person soon for a committee meeting, or to share a toast.

Chairperson Keller said if he wanted to thank them, he would rescind his retirement announcement, but a toast would be a close second.

Promo Video Initiative.

Chairperson Keller announced that we may have a lead sponsor, but it is not yet finalized. She reported that she has secured a \$2,500 sponsorship from the Maryland Marketing Partnership. We are getting some sponsorship from the Maryland Office of Tourism, but we do not know the amount yet.

Chairperson Keller asked if any committee members had a contact within the Maryland Chamber of Commerce. If no one has a contact, Paula will reach out to them.

Chairperson Keller stated that we would appreciate the committee's help in getting sponsorships. She noted a sponsorship form letter will be sent to committee members that can be shared with potential sponsors.

Scott inquired if Mayor Gant had shared the contacts for the potential sponsors that he mentioned would be willing to financially support the project. Paula noted that those contacts were not shared. She noted that Mayor Grant mentioned the Governor Office of Community Initiatives (GOCI) and she has reached out to them. Scott stated that he has a relationship with GOCI and will work with Paula on contacting them.

Chairperson Keller noted that we had room for thirty municipalities and nineteen responded. She noted that we need to look at the list geographically and decide if we want to have more in one area than another or just choose and ask municipalities to participate.

Paula reiterated that nineteen municipalities have responded. We only asked for thirty because we wanted to put exclusivity on the project and gauge the level of interest. The challenge is balancing the municipalities geographically. The only county with no representation is Cecil County.

Paula gave the totals that were wanted for each region and what was received. Prince George's - wanted 3/received 4. Montgomery - wanted 3/received 3, Upper Shore - wanted 2/3 received and for everyone else we have at least 1.

Paula also noted that because some were going to be aerial shots versus speaking roles, we have representation from everybody. There was some talk of including Hagerstown and Hebron, to represent the chairs of the Engagement and Outreach and Conference Planning committees.

Paula stated that the committee could include everyone who applied or cull down the list in areas where we have extra municipalities.

Chairperson Keller stated that she felt that twenty-one municipalities would allow for more speaking time. The committee agreed the list was fine as submitted. Denton Administrator Don Mulrine **made a motion to include all applications submitted for participation in the video and add Hebron and Hagerstown. The motion was seconded and passed.**

Chairperson Keller stated it should be easy to get themes and that we are in a good place moving forward.

Paula noted that we have a huge list for the division of labor. She stated that CGI was waiting for us to have this meeting so they could get an idea of who they would be working with and the areas where they would need to shoot video. She commented that some municipalities may need follow up with their submissions. Paula noted that she was very impressed with the applications. The nineteen municipalities who applied were incredibly motivated and excited about the possibility of being included.

Paula asked the committee to think about the basic concepts of what they want the video message to be so that we can let CGI know. Paula asked the committee to provide feedback to her by Monday while they were still looking at the municipalities who applied, and it was fresh in their minds.

Chairperson Keller suggested that we create a Google docs file for the committee to add their comments. Paula will set up the document and forward it to the committee so they can insert comments.

Berwyn Heights Public Works Director stated that we could tie into the geography of Maryland by capturing those municipalities that are on waterways. Chairperson Keller thought that waterways would be a good theme.

There was a motion to adjourn. The motion was seconded and passed. There being no other business the meeting adjourned at 6:23 p.m.