



THE MARYLAND MUNICIPAL LEAGUE
The Association of Cities and Towns

Engagement & Outreach Committee

6:00 p.m.

Wednesday, May 18, 2022

Virtual Room Link: <https://us06web.zoom.us/j/89079470136?pwd=OWRyZDFIL1dpYXo4bmJlZ21xT2VaUT09>

AGENDA

- | | |
|---|--------------------|
| 1. Call to order | Chairperson Keller |
| 2. Essay Contest | MML Staff |
| a. Report on awards ceremony | |
| 3. Banner City/Town | |
| 4. Spotlight Maryland | Chair & MML Staff |
| a. Sponsor update | |
| b. Video development update | |
| c. Sign up for premiere duties | |
| d. Preview of promotional tasks for 2022-23 | |
| 5. Reflections of Committee Year | |
| • 2022-23 Committee appointment interest | |
| 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 May 16. 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 Meeting

Time: May 18, 2022 06:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/89079470136?pwd=OWRyZDFIL1dpYXo4bmJlZ21xT2VaUT09>

Meeting ID: 890 7947 0136

Passcode: 303683

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, March 23, 2022
Virtual Meeting

PRESENT: Emily Keller, Mayor, Hagerstown, Chair
Diane Foster, Councilmember, Taneytown, Vice Chair
George Bacorn, Chief of Police, Denton
Awilda Hernandez, Clerk, Bowie
Michele Gregory, Councilmember, Salisbury
Jack Orris, Councilmember, Berlin
Bernard "Brad" Pudner, Public Works Director, Berwyn Heights

NOT PRESENT: Douglass "Doug" Barber, Clerk, New Carrollton
Celina Benitez, Mayor, Mount Rainier
Deborah Burgoyne, Mayor, Burkittsville
James D. Gaston, III, Administrator, Brentwood
Sharron Lipford, Engagement Director, Seat Pleasant
Don Mulrine, Administrator, Denton
Elizabeth Stickler, Manager, Glen Echo
Briana Urbina, Councilmember, New Carrollton

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

Call to Order

Chairperson Keller called the meeting to order at 6:01 p.m.

Essay Contest

Report on Essays Received. Member Relations Director Paula Chase Hyman reported that the essays were coming in slowly. To date, we have 777 contest entries. We expect to get at least 1,200 essays. By moving to digital, we are more prone to get teachers who will do the digital. We will have to keep talking and make sure it's still a viable program.

O V E R . . .

1212 West Street, Annapolis, Maryland 21401

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Finalize Volunteer Reading Slots. Paula indicated that we still need essay readers. Committee members were asked to look over the volunteer reading list and let us know when they were available to help read essays on April 6. She stated that we moved the reading up one week to have enough time to contact teachers and students.

Ceremony Details – May 4. Paula informed them that the ceremony is May 4. She informed the committee that because we only received the date two weeks ago, the Governor is not available, but we can use the room. She noted that we should be able to get the Lieutenant Governor.

Paula stated that she had something to bring before the committee. She noted that the date for the boat ride is not available. She suggested that rather than try and find an alternative activity, we could increase the prize from \$100 to \$150 and give the family a parking voucher for four hours to use for the ceremony and for the rest of the day. We would be saving money on the boat and bus ride.

Chairman Keller noted that we could also provide a list of landmarks/places for them to visit. The committee concurred with that suggestion. Bowie Clerk Awilda Hernandez **made a motion that in lieu of the boat ride, that we increase the prize money to \$150 and provide a parking voucher for up to four hours for the family to spend the day in Annapolis. The motion was seconded by Taneytown Councilmember Diane Foster and passed.**

Paula informed the committee that the superintendent's office has promoted the ceremony date in their newsletters so that teachers and winners will know it's early and that they will need to turn the information around quickly. The teacher is invited, and the student is allowed to bring three guests for a total of 55. We need to know if any committee members are planning to come. The room holds 75 people.

Last E&O Meeting Details. The committee meeting is usually the same day as the ceremony. The meeting is usually at 10:30 and then we leave for the ceremony at 12:30. Paula recommended that the committee meeting not take place the same day as the essay ceremony this year, especially if it will be virtual. Chairperson Keller stated that she would like to hold the meeting later in May so that we can tie up any loose ends on the video if needed before summer conference.

After discussion, the last E&O committee will be May 18. Paula noted that at that point we should be checking things off the list.

Spotlight Maryland

Sponsor Updated and Deadlines. Chairperson Keller stated that we have \$13,500 in sponsorships. We have a lead video and drink sponsor. We want to raise another \$7,500. She informed the committee that Visit Hagerstown will sponsor the drink. Chairperson Keller hopes that the committee will do a smaller donation. She was supposed to send out an email to the committee. She stated that we will have a sponsorship letter that the committee can use when requesting sponsorships.

Paula stated that based on the timeline, we are running out of time. We would begin/start putting the sponsors on the web which will go live on May 1 and will remain up for one year. If any committee member has any potential company contacts, please ask them to sponsor or give her the contacts and she will reach out to them. We are asking for \$750 to \$1,000 per company. Paula stated that the video needs to be paid for, and we still need the 360 cameras to be paid for. We are trying to make it special, and this requires funds.

Video development update. Chairperson Keller stated that CGI, the videographer, has been in contact with municipalities. They are excited about the project, and she is as well.

Paula noted that municipalities were asked to send a photo and link to their preferred page. We are still missing information from about five municipalities. We are creating a web page which is going to premiere the featured municipalities and talk about the municipalities.

Video Premiere Details – Tuesday, June 14 at Closing Session. The closing session is on Tuesday afternoon at 4:00 p.m. which is when the video will be premiered. We are trying to set up red carpet, but the convention center will not allow anything on the floor because of a tripping hazard. We are also trying to get lights where people would be taking photos. Paula informed the committee that we will need them to act as ambassadors. We will have signage but need the committee to act as traffic controllers.

We will be giving away 140 drink tickets, so those who get a ticket will get the signature drink for free. The majority of tickets will be at the Hagerstown booth. Everyone else will need to pay for drinks. We want the committee to get photo and be acknowledged.

Committee Member Duties for Summer Conference. Paula stated that the committee has always had a role at summer conference. They usually attend the meet and greet. She doesn't think we are having the meet and greet this year. She again stated that the committee will be acting as ambassadors and traffic controllers for the premiere. Paula asked who was not going to summer conference. New Carrollton Public Works Director Brad Pudner and Glen Echo Beth Stickler noted that they would not be going to summer conference. She stated that we will make sure we get cell phone numbers from all committee members at the last meeting.

Chairperson Keller stated that she is looking forward to the essay contest reading and seeing everyone at summer conference.

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.