



THE MARYLAND MUNICIPAL LEAGUE
The Association of Cities and Towns

Engagement & Outreach Committee

6:00 p.m.

Thursday, September 29, 2022

Virtual Room Link: <https://us06web.zoom.us/j/86528722887?pwd=VGUwUGN3V3hVWGI5ODdCaFFwVGRUUT09>

AGENDA

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|---|-------------------|
| 1. Call to order | Emily Keller |
| 2. Roll Call Committee Members | Sharon Easton |
| 3. Special Greetings | |
| a. MML President | Denise Mitchell |
| b. MML Executive Director | Scott Hancock |
| c. Committee Chairperson | Emily Keller |
| 4. Committee Expectations and Goals | |
| 5. Overview of Traditional Committee Programs | Paula Chase-Hyman |
| a. 2022 Mayor's Essay Contest | |
| b. Banner City/Town Assignments | |
| c. Municipal Government Works Month | |
| 6. Spotlight Maryland Initiative | |
| 7. Adjournment | |

It's essential to the committee's goals to have a quorum. Please contact Sharon Easton at MML with Regrets ONLY by September 27. 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 29, 2022, 06:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/86528722887?pwd=VGUwUGN3V3hVWGI5ODdCaFFwVGRUUT09>

Meeting ID: 865 2872 2887

Passcode: 170873

One tap mobile

+13017158592,,86528722887#,,,,*170873# US (Washington DC)

+13126266799,,86528722887#,,,,*170873# US (Chicago)

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
 - Provided testimony during legislative session on municipal-related bill

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 46,000 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 2022-2023

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.

2022

September 29

October 26

2023

January 25

February 22

April 12 (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.

Contact Name	Title	Company Sort	Email
Mr. Douglass A. Barber	Clerk	Westminster	dabarber@westminstermd.gov
Chief Ivan Barkley	Police Chief	Delmar	chief@delmarpolice.com
Ms. Araceli Guzman Benitez	Office Manager	New Carrollton	aguzman@newcarrolltonmd.gov
The Honorable Celina Benitez	Mayor	Mount Rainier	mayorbenitez@mountrainiermd.org
The Honorable Deborah Burgoyne	Mayor	Burkittsville	townoffice@burkittsville-md.gov
The Honorable Monica Casanas	Mayor	Colmar Manor	mcasanas@colmarmanor.org
The Honorable Nick Colvin	Councilmember	Leonardtown	nick.colvin@leonardtownmd.gov
The Honorable Cashenna A. Cross	Mayor	Glenarden	ccross@cityofglenarden.org
The Honorable Diane A. Foster	Councilmember	Taneytown	dfoster@taneytown.org
Mr. Dylan Galloway	Administrator	Cheverly	dgalloway@cheverly-md.gov
Mr. James Gaston	Administrator	Brentwood	jgaston3@gmail.com
Mrs. Awilda Hernandez	Clerk	Bowie	ahernandez@cityofbowie.org
The Honorable Takisha James	Mayor -Vice Chair	Bladensburg	tjames@bladensburgmd.gov
The Honorable Emily Keller	Mayor - Chair	Hagerstown	ekeller@hagerstownmd.org
The Honorable Martin Mitchell	Councilmember	Laurel	mmitchell@laurel.md.us
Mr. Donald H. Mulrine, Jr.	Planning and Codes Director	Denton	dmulrine@dentonmaryland.com
The Honorable Kelly Porter	Mayor	Seat Pleasant	kelly.porter@seatpleasantmd.gov
Mr. Bernard Pudner	Public Works Director	Berwyn Heights	bpudner@berwynheightsmd.gov
Ms. Lesley J. Riddle	Director of Public Works	Hyattsville	lriddle@hyattsville.org
The Honorable Jocelyn Route	Councilmember	Bladensburg	jroute@bladensburgmd.gov