

**DUBLIN CITY COUNCIL  
ADMINISTRATIVE COMMITTEE**

Tuesday, May 3, 2022

4:30 p.m.

5555 Perimeter Drive

Council Chamber

Meeting Minutes

Vice Mayor De Rosa called the May 3, 2022 Administrative Committee meeting to order at 4:30 p.m.

Committee Members Present: Vice Mayor De Rosa, Ms. Kramb, Ms. Alutto

Staff present: Mr. Rogers, Mr. Kohn, Mr. Edwards, Ms. Readler, Mr. McDaniel

Also present: Jeffrey R. Sturm, The Spark Creative, LLC (virtual attendee)

Approval of Minutes

Vice Mayor De Rosa moved to approve the March 1, 2022 minutes of the Administrative Committee:

Ms. Alutto seconded the motion.

Vote: Ms. Kramb, yes; Ms. Alutto, yes; Vice Mayor De Rosa, yes.

Moving Council Initiatives Forward

Vice Mayor De Rosa introduced the Council Initiatives Item, a topic identified at Council's Retreat on March 17 and 18, 2022. At the retreat, Council discussed how to introduce Council initiatives, and once introduced, how to move them through the process. Jeffrey Sturm, Retreat facilitator, has developed a document suggesting how to move ideas forward from concept to community. He will guide tonight's discussion.

Mr. Sturm stated that the goal of today's discussion is to obtain feedback from the Committee on what they want to create, guidance on the approach, and a framework. He stated that incorporated into the setup guidance and conceptual framework is information that he gathered from Council's Retreat discussion.

Mr. Sturm explained that the goal is to create a simplified process flow to assess, determine, and implement ideas that start with City Council Members. The process must fulfill clarity, transparency, and efficiency. There needs to be a simple tool or template to support Council. Integration with staff is a necessary component to achieve a smooth handoff and retain Council connection throughout. The Administrative Committee will steer the creation of this process and take it back to Council. The end product must be simple, practical, specific, and easily applied.

Ms. Krumb stated that she feels the first question to other Council members should be whether staff time should be spent on the idea. The easiest solution would be a one-page document that outlines what the Council Member is looking for and why. Questions of who a topic might be assigned to and how the idea gets implemented can come later in the process. The document could be provided to Council and the City Manager prior to a Council meeting letting Council members know that this item will be brought up during roundtable. Mr. Sturm stated that what she has suggested articulates how the discovery stage might occur. The discovery stage is first. It gets everyone on the same page. As an idea moves through the process, more detail and information is gathered. The one-page document suggested would stay with the item throughout the process, providing history of how the idea was initiated and sponsored. Ideas try to solve a problem or seize some opportunity.

Ms. Alutto stated that there is a stage prior to presenting a fully formed idea. That prior stage considers how Council members get ideas. Sometimes, ideas can be generated through Council meeting discussions, and the ideas can be then be gathered in a format for further discussion. Ideas also can come from individual Council member discussions, conversations with residents, information gathered from media, and from individual research.

Ms. Krumb agreed, but at some point there is a need to articulate the idea for a Council meeting to assess support before forwarding to staff to determine if the idea has been looked at previously or if such an initiative is already occurring. Staff could also identify who or how the initiative could be handled.

Ms. Alutto asked how it would be handled if an idea comes from multiple people. Ms. Krumb responded that someone would volunteer to bring it forward. Similar to introducing a bill, one or more people could work together to "sponsor" or articulate an idea. Before an idea moves to staff, it needs the support of a majority of Council.

Vice Mayor De Rosa stated that a one-sheet document stating what winning looks like will be important. For example, she has heard from residents the suggestion for a climbing wall. She would want staff input before she could articulate the idea for Council discussion. Putting the one-page document together may require some staff time prior to introducing a fully formed idea to Council.

Ms. Krumb stated that the question to Council could be whether or not staff should investigate the feasibility of an idea.

Ms. Alutto stated that two different levels of staff input are suggested, but preliminary input, or a quick litmus test with staff could be obtained before Council discussion occurs.

Mr. Sturm stated that what is being discussed is actually those 5 phases. By outlining this process, thresholds will be defined. The great thing about a process like this is that the only decision making is whether or not it is worth taking the next step. The work now is defining those steps. He will meet with staff as well as individual Committee Members for additional input.

Vice Mayor De Rosa stated that the question was raised regarding who would introduce/sponsor an idea. The difference between the City's process and another legislative process is that we do not actually sponsor items. However, there are some initiatives that Council members may be passionate about and there is an expectation of Council members taking the lead on items they are passionate about.

Ms. Alutto stated that the question of who would like to be involved can be asked to all of Council. Getting others involved also offers an opportunity for teamwork. Vice Mayor De Rosa stated that figuring out sponsorship and touchpoints would be helpful. Ms. Alutto stated that she would prefer softer language than sponsoring an item. Ms. Kramb stated that a point person can be selected during the discovery phase. Ms. Alutto stated that a lot of factors will determine the number of touchpoints and point people. At the outset, one of the ways to define this process is setting parameters for how council members will interact. Mr. Sturm stated that these ideas can take on a whole different life and someone else may be more suited to step in.

Mr. Sturm stated that he would like to set up a few one-on-ones to get more input and then bring it back before The Committee.

Vice Mayor De Rosa stated that this item will be back on the Committee's June agenda.

#### Council Liaison/Council Rules of Order

Ms. Readler stated that the document provided (in the packet materials) is an attempt to capture Council comments from the February 28 meeting. During that meeting, it was brought up that liaisons to other organizations should also be defined and that has been included as well.

Ms. Kramb stated that she likes the changes, which are very high level. Ms. Alutto stated that she thinks it is appropriate.

Vice Mayor De Rosa stated that she would like to review comments from the previous meeting to confirm that those questions have been answered by the definitions. The answer to the purpose of the role is answered in Letter C. The primary role would be to serve as a facilitator of communication from the board or commission to Council. Ms. Kramb stated that communications should be "between" Council and boards and commissions. Vice Mayor De Rosa stated that there was discussion about training opportunities and joint meetings. There was also discussion that liaison will provide regular updates during the Report section of the agenda at a Council meeting. The Committee offered consensus that those items were addressed. Vice Mayor De Rosa noted that language was added to allow Council to add a liaison to more groups if desired. Ms. Alutto stated that if there requests for liaisons in the future, this document can act as a reference. Vice Mayor De Rosa stated that there is currently one liaison and she asked for a recommendation for any groups that should have liaisons at this point. A

possible way to delineate that need could be which boards/commissions are decision making bodies Ms. Kramb stated that the Architectural Review Board might benefit for having a liaison and Council is currently considering the historic district. Ms. Alutto stated that the Board of Zoning Appeals (BZA) caseload may not be heavy enough to warrant a liaison. Ms. Kramb stated that BZA's purview is also more straightforward. Vice Mayor De Rosa stated that BZA may be an appropriate board as a decision making body. Ms. Alutto and Ms. Kramb stated that they could try assigning a liaison to PZC, ARB, and BZA and review that at a later date. Vice Mayor De Rosa suggested bringing the topic back to work session instead of a regular Council meeting to allow for easier discussion.

Mr. McDaniel referenced Section 12.03 C. The Rules stated that the liaison shall ...help facilitate training opportunities and proactive planning for the future. He stated that he thinks the intent is to get ideas flowing but it might be clearer if that is stricken and instead it states that the liaison should be bringing back topics of training to greater Council. Ms. Kramb suggested changing the word "facilitate" to "identify". Ms. Alutto suggested highlighting this topic for further discussion. Ms. Readler asked about language to make sure training opportunities are brought to Council. Vice Mayor De Rosa stated that there was discussion about the workload of boards and commission members. It may be helpful to bring back to Council before assigning more work. Ms. Alutto stated that the concern was respecting board and commissioner members' time. The communication back and forth is covered in the definition of the role. Mr. McDaniel stated that money is set aside in the budget and it can be used for that. It may not need to come back. His concern was that this not be worded in such a way that the liaison alone is responsible for the training.

Vice Mayor De Rosa requested Mr. Rogers place this item on a future work session agenda.

Community/Resident Engagement & Boards and Commissions – Overview and discussion of new (Draft) Website, including pages for Council and Boards and Commission

Mr. Kohn shared the proposed updated website in beta with The Committee. He stated that they hope to go live in a couple of weeks.

Mr. Edwards provided a brief background of the current site noting that it has been in existence for many years and has become a collection of everything. The key for the update was to look at data and streamlining things. There are analytics to show what people are looking for. Staff is committed to sitting down with different departments and hearing what they want to share through the website. The needs of end users have changed and they have focused on a user-centric design. The current front page had a lot of different content; they wanted to clean that up with the use of icons. The majority of people look at the website on a mobile device so it is designed mobile-first. They wanted the front page to have a large search bar. The sub icons are designed by popularity. Recreation is the most popular section and the news icon is the second most

used feature followed by videos and the calendar. An interactive map showing City buildings is on the homepage because there is still confusion regarding buildings and their locations.

Ms. Kramb stated that she thinks it is great to have the picture and the phone number and email shown. She encouraged that be done throughout. The biggest complaint she receives is that residents cannot find a direct phone number/email/or any kind of organizational chart. She suggested contact information be made extremely obvious. The second most popular question she gets is about permits. She suggested use of the term permits and that they be placed more obviously. She loves the new format; it is much more user-friendly.

Vice Mayor De Rosa asked what search API staff is using. Mr. Edwards responded that they are using the built-in in Word Press. They are looking into upgrading the language translation and search function. Vice Mayor De Rosa stated that finding a good search tool will go a long way. Otherwise, the search bar will be more frustrating than helpful. She asked about the menus across the top. She would make a plea to bring "government" back. The desire is for people to see their government at work right at the top. She also stated that "visitor" is another popular menu item. There currently is no direction for visitors. She also recommended "resident" as she identifies as a resident and not "community". Vice Mayor De Rosa referenced the icons further down on the page and asked about Projects. Mr. Edwards stated that "Projects" refers to Planning projects. Vice Mayor De Rosa stated that she spent some time going through the site and she would like to see more action or dynamics incorporated; it is very static site. The pictures don't change. Dublin is such a dynamic city. Maybe it is as simple as changing the template or putting videos in the boxes. Mr. Edwards stated that we have such great iconic photography they wanted to use and by putting a photo on each thing, they want each photo to tell a story. Videos behind a search bar start to blend together. Vice Mayor De Rosa stated that the proposed web update feels static. She would like staff to explore ways to make it feel more exciting. Mr. McDaniel stated that he has seen images rotating behind the search bar. Vice Mayor De Rosa stated that there is opportunity here to highlight things. Ms. Kramb stated that events would be a great place for videos. Mr. Edwards stated that we have a good foundation and it won't take much to get where the Committee is suggesting.

Ms. Alutto referenced "Projects" and stated that there is a big map and she is unclear as to its purpose. She would prefer a thumbnail or something like that. Ms. Alutto asked if there is a serious effort to find broken links, orphaned pages, etc. Mr. Edwards stated that staff has a check sheet of things that need to carry over and things that need to be deleted. Ms. Alutto stated that the photographs on the pages are massive. This has to be sized for PC and mobile and be tested on every possible device. Mr. Edwards stated that those are easy fixes. Ms. Alutto stated that she likes the overall look and feel. It would be great if the search tool worked well. She loves that GIS data is easy to get to.

Vice Mayor De Rosa referenced the Council Page. She asked about the green menus/boxes and any standardization. Mr. Edwards stated that staff removed the sidebar and put all of that information on the footer. The menus there are the most important topics for that page and the other green buttons are actionable items inside of that. Vice Mayor De Rosa referenced citizen participation. She suggested staff choose a different image. It would be helpful to explain how to attend a meeting. She would like to see more "how to" than just text. Ms. Alutto suggested dynamic drop downs. Vice Mayor De Rosa noted that a user should be able to contact a Council Member from this page. Ms. Alutto suggested that these changes would create natural dynamics and curiosity on a page. As proposed, there is too much text in terms of page real estate. Expandable pages would make it feel more dynamic. Vice Mayor De Rosa suggested that instead of content heavy, make the entire site engagement heavy. She suggested consistency with photos. She emphasized consistency across the site. Some search functionality would be helpful within the Boards and Commission pages as well. She would like staff to consider how a resident would interact with this page. Vice Mayor De Rosa asked if there will be some resident or applicant testing on these pages. Ms. Kramb asked if ancillary pages will be replaced and included into the new site. Mr. Edwards stated that Fuel the Future will continue to be used as it has proved to be successful. Ms. Kramb noted the difficulty of finding that page. To Vice Mayor De Rosa's question about testing, Mr. McDaniel stated that staff will likely test against citizen university alumni. The Committee offered support for that idea.

Vice Mayor De Rosa applauded the work. It is easy to critique but very hard to create. Mr. Edwards stated that he loves the feedback and wants to make something great that represents Dublin. Mr. McDaniel stated that he trusts Mr. Edwards completely on the fact that his decisions are data driven. He knows our residents and data.

Ms. Kramb stated that the update is much more user-friendly; this is exactly what people want.

Vice Mayor De Rosa stated that the bottom of each page looks and feel very dated. It looks very different than the rest of the page. Ms. Alutto stated that the Rules of Order and Code & Charter do not need to be here. She suggested a place to easily make a records request as well as contact information. She really likes the building mapping with directions. Mr. Edwards stated that staff will make something specific for boards and commissions. Vice Mayor De Rosa suggested adding a phone number on the bottom.

Mr. McDaniel stated that an imitative he would like to start but does not have the time to roll out is a non-emergency dispatch center. We have enough people who are knowledgeable that we need to pool into a central location.

Ms. Alutto stated GoDublin can still be leveraged through the website. Vice Mayor De Rosa stated that she would love to have another discussion on the GoDublin app.



Mr. Kohn asked for feedback on the engagement plan. Staff has added goals and their corresponding strategies on the plan. Mr. McDaniel stated that there was discussion about how to handle some of the engagement items in an equitable way. Ms. Alutto stated that the Committee will put this at the top of the agenda at the next meeting.

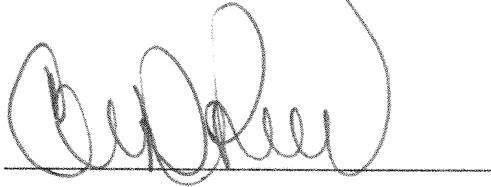
Adjournment to Executive Session

Vice Mayor De Rosa moved to adjourn to executive session for discussion of personnel matters considering the employment of a public employee.

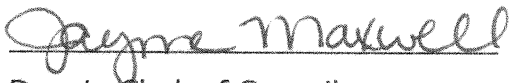
Ms. Alutto seconded the motion.

Vote: Vice Mayor De Rosa, yes; Ms. Alutto, yes; Ms. Kramb, yes.

The meeting reconvened and adjourned at 6:15 p.m.

A handwritten signature in dark ink, appearing to be "C. Kohn", written over a horizontal line.

Chair

A handwritten signature in dark ink, appearing to be "Jayne Maxwell", written over a horizontal line.

Deputy Clerk of Council