

CIO Program Meeting Summary

August 12, 2021 | 6pm – 7:30pm

Attendees

Present

RIVERPARK

Janine Wilson, *President*
Chris Tunstall, *Vice President*
Dan Hardy, *Land Use Officer*
Jeanne Raikoglo, *Treasurer*

EAST TUALATIN

Heather George, *President*
Doug Ulmer, *Secretary*

MIDWEST

Jeanine Juliana, *President*
Tammy Palumbo, *Secretary*

MARTINAZZI WOODS

Sallie Olson, *President*

IBACH

Ed Casey, *President*
Julie Makarowsky, *Secretary*

BYROM

Alex Thurber, *President*
Mary Lyn Westenhover, *Secretary*
Deb Fant, *Treasurer*

COMMERCIAL

Cathy Holland, *President*
Scott Miller, *Vice President & Land Use Officer*
Brian Fant, *At-Large*
Jonathan Crane, *At-Large*

OTHER

Valerie Pratt, *City Councilor*
Sherilyn Lombos, *City Manager*
Megan George, *Deputy City Manager*
Betsy Rodriguez Ruef, *Community Engagement Coordinator*

Absent

Del Moore, *Martinazzi Woods, Vice President*
Jeremiah Baldwin, *Martinazzi Woods, Land Use Officer*
Ardyth Graham, *Martinazzi Woods, Secretary*
Janet Gilkey, *Martinazzi Woods, Treasurer*

Meeting Notes

I. Welcome

City Manager Sherilyn Lombos introduced herself and welcomed everyone to the meeting. She shared that the CIO Program was launched in 2011, which makes this the ten-year anniversary. The City's ongoing support of the program has been driven by the goal to successfully connect

the City organization to neighborhoods and to build relationships between community members, staff, and the City Council.

She shared that she and the City Council are committed to the program's success and future and while an email recently circulated by a former CIO member may have indicated otherwise, that is not the case. Sherilyn then introduced Councilor Valerie Pratt.

Councilor Valerie Pratt introduced herself and stated that she is one of seven members of the Tualatin City Council. She shared that community engagement is core to the City's mission and is identified in the City Council's vision to be "a connected, informed, civically engaged community that embraces our City's diversity."

Sherilyn then asked attendees to introduce themselves by answering four questions:

1. Name
2. Which CIO you're here representing
3. Length of time with the CIO Program
4. Why is Tualatin home

Responses to questions are included as Attachment A.

II. What's the current status of the program?

Deputy City Manager Megan George introduced herself and reviewed the agenda. She explained that rather than jumping into brainstorming ways to reenergize the program, she felt it was important to make sure everyone had a common understanding of the current state of affairs. Through observation, survey results, and feedback received directly from CIO members, the following statuses were identified:

1. Significant number of board resignations in the last 18-months;
2. Few annual meetings held in the last 18-months;
3. Limited connection between CIOs and residents; and
4. Passion for the program and a desire to see it reenergized.

She then asked the group for their feedback, particularly if there was disagreement with any of the statements. The group discussed the impact of the COVID-19 pandemic. Some reported that the pandemic had a tremendous impact on engagement, while others saw an increase in participation because of the availability of virtual tools. In addition, there was consensus that some challenges may have pre-dated the pandemic.

The group cited awareness of the program as a major challenge and indicated increased and enhanced marketing as major priorities. In addition, some felt that passion for the program and the desire to see it reenergized may be limited.

Notes taken on chart paper during the discussion are included as Attachment B.

Megan then introduced Community Engagement Coordinator Betsy Rodriguez Ruef to talk about the survey results. Betsy shared that approximately 20-people had completed the survey and that she planned to share results from three of the questions that would be most helpful at generating discussion on the next agenda item.

Survey results are included as Attachment C.

III. How do we reenergize the program?

Megan shared that the survey had also generated a lot of other comments. Some of the comments were related to why the program had struggled or is struggling. Other comments included suggestions for reenergizing the program at this juncture. Comments clustered along particular themes:

- Annual Meetings
- Marketing/Promotion
- Board Development
- Disseminating Information
- Unified Program Purpose

She then asked everyone to brainstorm ways to reenergize the program, noting each idea on a separate sticky note. After the group had brainstormed for 5 – 10 minutes, she called everyone back together to share out. Again, ideas clustered along particular themes. Notes taken on chart paper during this discussion are included as Attachment D, but are also summarized below.

Structural Changes

- Update Bylaws

City & CIO Coordination

- CIO presentations on issues to City Council
- City outreach at right time
- Monthly meeting with CIO president and City Council
- What does the City do with our input
- Communication path to City Council

Enhanced & Increased Events

- Community events by CIO
- Quarterly “social” community meetings in each CIO
- Regular individual CIO meetings
- Cross-CIO collaboration on meetings
- Have fun neighborhood events to encourage participation

- National Night Out

Knowledge of Community

- City to supply CIO population and demographic information

Marketing/Promotion

- City mailing meeting notice
- Highlight causes – more polls
- Education community on CIOs existence
- Education of what is a CIO
- Convert to Zoom meetings
- Communication needs between community and CIOs and CIOs and City Council
- Started out as grassroots
- Fred Meyer carts
- Signs in town – CIOs want you!
- Campaign to be an advocate

CIO Website

- CIO City Link
- City link to CIOs for citizens to bring issues
- New website is a way to collect emails and communicate
- Form to submit issues
- Can the City advertise on Facebook and Tualatin Life? Maybe a campaign to promote making a difference?

How-To Guides

- How to CIO
- How to get a full board

Program Purpose

- Not political platform
- Traffic is our issue – need an issue

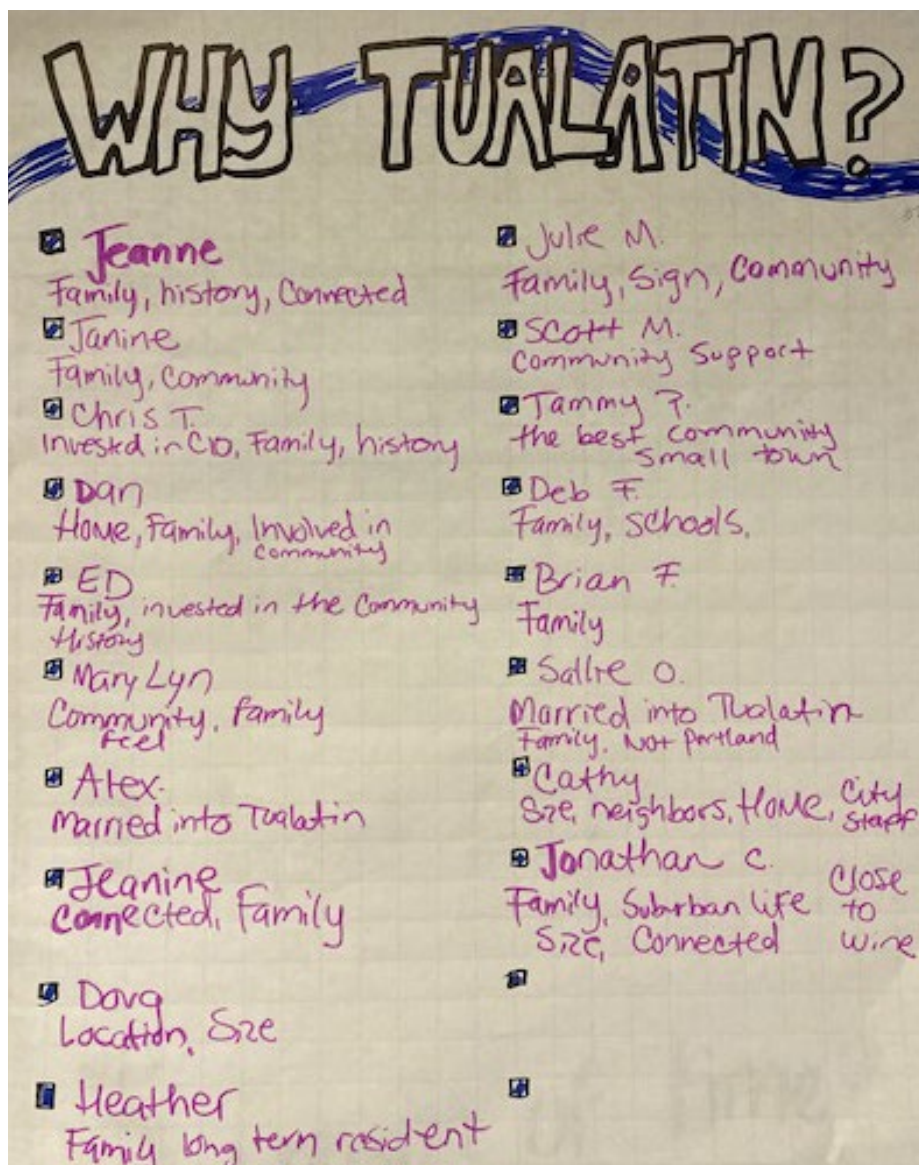
President Cathy Holland of the Commercial CIO shared that she and several others had been discussing the need for an ad hoc committee to follow up and take action on the list of ideas. The group signaled support for this idea and Cathy committed to reaching out via email to solicit volunteers. She added that it was evident there was care for the community and the program, and that it was okay if people were not able to commit to this committee.

IV. Closing

Sherilyn thanked everyone for the discussion and shared that staff would be preparing an update for the City Council on this evening's discussion for the September 13 work session. She would send out information on this as soon as it is available for those interested in attending.

Councilor Pratt also thanked everyone for attending and reminded everyone of the City Council's support of the program. She also shared that they can reach out to the full City Council directly by emailing council@tualatin.gov.

Attachment A – Why is Tualatin Home?



Attachment B – Current Status of Program

CURRENT STATUS OF PROGRAM

- Significant number of board resignations in last 18-months

- Few annual meetings in last 18-months

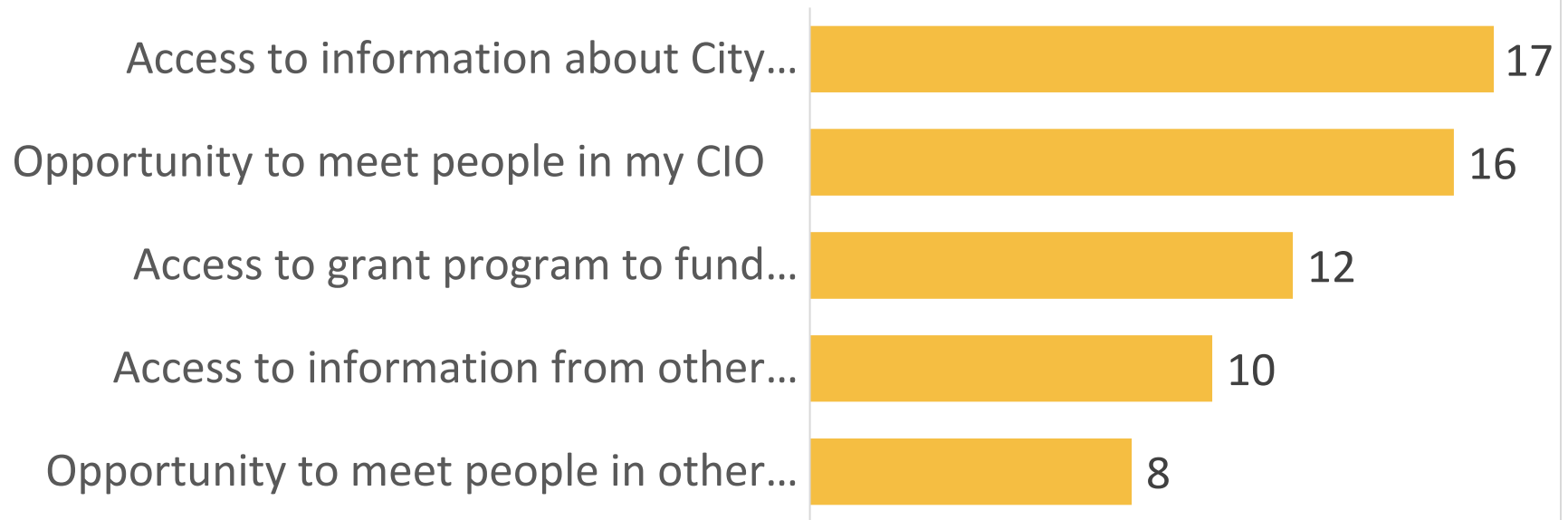
- Limited contact between CIOs and residents

- Passion for the program and a desire to see it reenergized

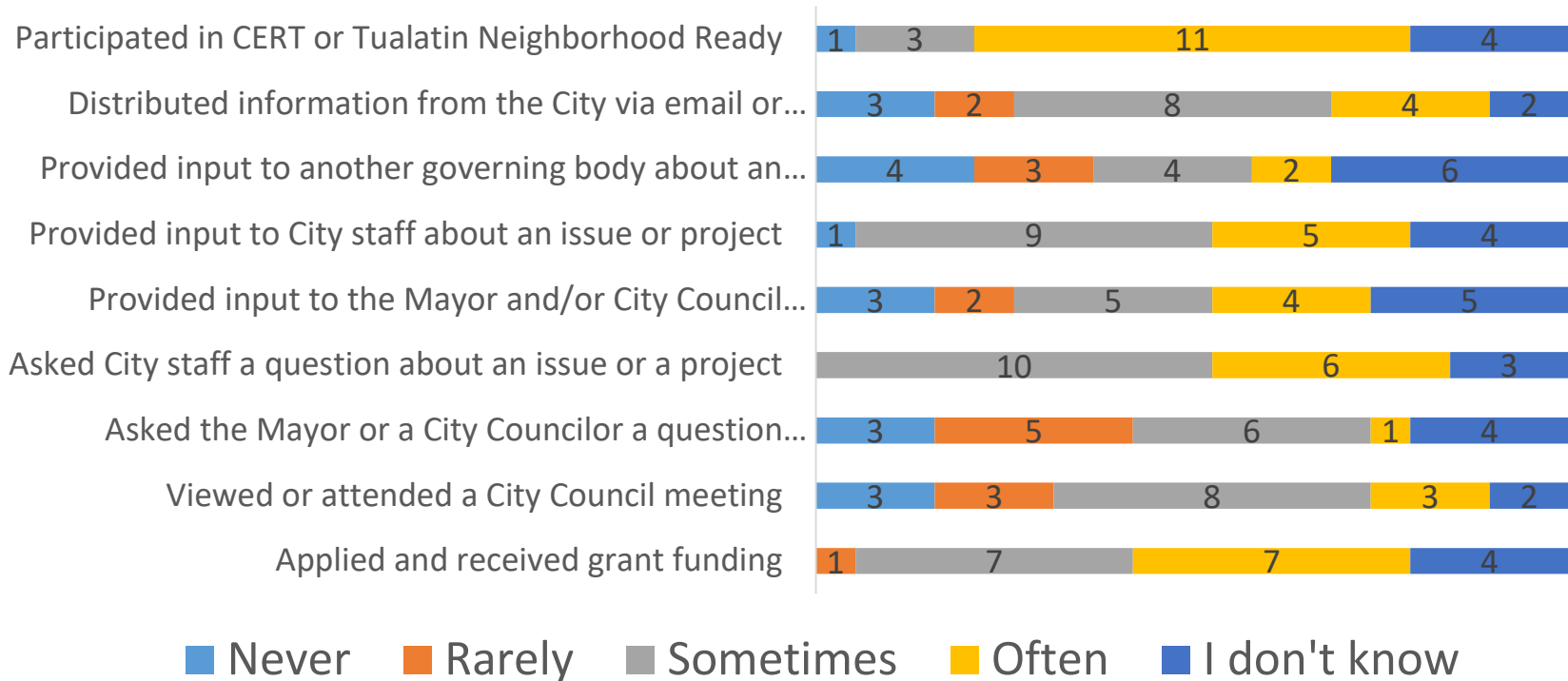
CURRENT STATUS OF PROGRAM ^{PT. 2}

- ✓ LACK of driving issue
 - Resignations + no communication; bandwidth
 - COVID
 - Attendance @ virtual mtng. was better
- ✓ - Passion w/in current members but not community
- ✓ - Lack of consistent message

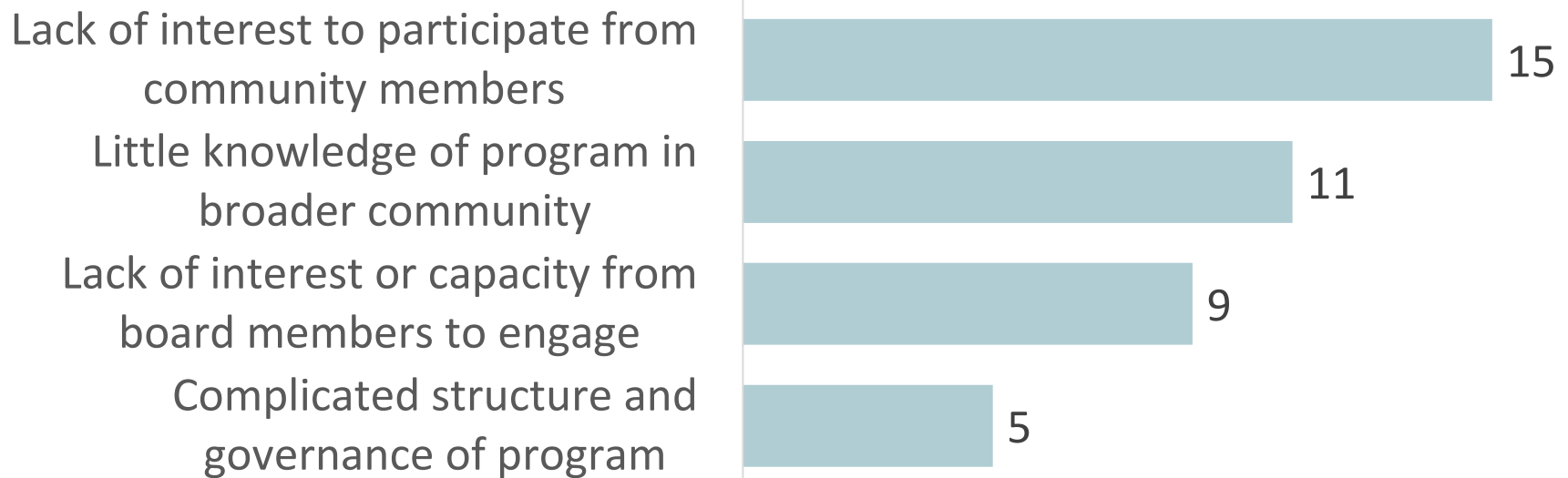
What are the most valuable aspects of the current CIO Program to you?



To your best knowledge, how often have you or your CIO participated in the following activities?



In your opinion, what are the most pressing challenges to operating the CIO Program?



Attachment D – How do we reenergize the program?

