



**New Albany Inclusion, Diversity, and Equity Action (IDEA) Implementation Panel  
December 8, 2022 Minutes**

The IDEA Implementation Panel met for the Panel’s regularly scheduled session at the New Albany Village Hall, 99 W. Main Street, New Albany, Ohio and was called to order by Panel Chair Dr. Johnson at 7:02 p.m.

Those answering roll call:

Panel Chair Brianna Johnson	Present
Panel Vice-Chair Connor Berry	Present
Panel Secretary Precious Singo	Absent
Panel Member Kirubel Aklilu	Present
Panel Member Marie Alvarado	Absent
Panel Member Eric Duerksen	Present
Panel Member Nwando Olayiwola	Absent
Council Member Marlene Brisk	Absent
Council Member Andrea Wiltout	Present

Working group members present: Dehnie Fong.

Staff members present: Adrienne Joly, Administrative Services Director; Abbey Brooks, Community Program Administrator; and Anna van der Zwaag, Planner II.

Dr. Johnson asked if there were any corrections to the minutes from November 10, 2022.

No corrections to the minutes were noted.

Panel Member Berry moved to approve the meeting minutes from the November 10, 2022 IDEA Implementation Panel meeting. Seconded by Panel Member Duerksen and the IDEA Implementation Panel voted with 4 yes votes, 0 no votes, and 0 abstentions to approve the meeting minutes.

Dr. Johnson asked if there were any additions or corrections to the agenda.

No additions or corrections to the agenda were noted.

Dr. Johnson asked if there were any visitors requesting to speak on items not on tonight’s agenda.

No visitors were present requesting to speak on items not on the agenda.

**Community Profile Discussion – Resident Survey & Census Data**

Planner van der Zwaag stated the first item of business a guest presentation from Scott McAfee on the results of the Community Attitudes Survey.

Mr. McAfee introduced himself as the Chief Communications and Marketing Officer for the city of New Albany.

Mr. McAfee presented the results of the Community Attitudes Survey [attached to these minutes].

Mr. McAfee stated these surveys give residents a voice on a multitude of topics including services and amenities. The survey also gives staff and Council objective feedback and allows the city to plan for the future.

Mr. McAfee stated that phone surveys are completed because they are the most statistically valid form of surveys that can be done.

Mr. McAfee stated that over the last four years the profile of New Albany community has not changed significantly. There are more residents living and working in New Albany compared to four years ago.

Panel Member Duerksen asked who comes up with the questions for the survey.

Mr. McAfee stated approximately 75 percent of the questions are repeated questions that have remained the same since 2018. The other 25 percent are questions that Council or staff want to ask the community.

Mr. McAfee stated in 2022, the city's social networking sites were the primary source of news and information used by residents. More than half of residents are following the city on a form of social media.

Dr. Johnson asked if there is a form of social media that is most popular.

Mr. McAfee stated Facebook and Instagram are the most popular in terms of impressions, and LinkedIn has grown exponentially in 2022. The city just started a TikTok account two weeks ago. The city's engagement on LinkedIn is larger than other suburbs in central Ohio.

Mr. McAfee stated the open rate for the city's Connects email is 67 percent, while the average open rate for a government newsletter is 29 percent.

Mr. McAfee stated there was a statistically significant increase in the percent of respondents that believe New Albany is welcoming to people of all religions and sexual orientations.

Mr. McAfee stated the most common suggestion for promoting diversity and inclusion in New Albany was hosting some kind of event or festival, which is something the IDEA Panel has been charged with.

Mr. McAfee summarized the highlights of the survey.

Panel Member Duerksen congratulated Mr. McAfee on the results of the survey. He asked if the city takes advantage of quick pulse surveys, thinking there could be opportunity for the Panel to utilize pulse surveys through email or social media.

Mr. McAfee stated the city has done that in the past especially with planning processes.

Director Joly agreed and stated there has been mixed success with pulse surveys. There might be more interest now that social media engagement has increased.

Mr. McAfee stated if the Panel wanted to utilize surveys, they could be put as standalone surveys or included in Connects emails. He recommends five questions or less.

Dr. Johnson asked if information about the Panel could be distributed so more residents are aware of the Panel.

Mr. McAfee stated that can definitely be done. He said the website has information about the previous IDEA committee but that can be updated.

Dr. Johnson stated this could be a good opportunity to connect the Community Attitudes Survey to the pulse surveys as a method of continuity between the Panel and resident feedback.

Mr. McAfee stated there is some money in the budget for that type of outreach.

Ms. van der Zwaag provided additional community data from the American Community Survey and Census. She provided comparison between New Albany, the NAPLS district, and the 43054 zip code.

A panel member asked about the difference between the 43054 boundary and the school district boundary.

Director Joly stated that 43054 zip code outside of the NAPLS district includes township areas and extends some into Gahanna.

Panel Member Duerksen asked what boundary the panel should work in for the purposes of the assigned programs.

Director Joly stated the group needs to define the audience and purpose for each program. From an expenditure standpoint, for the ambassador and reception programs, the resources need to be focused on New Albany residents. There is potential to partner with the school district to grow the program eventually.

Panel Member Berry asked if there should be consideration for students who live in New Albany but attend private or colloquial schools.

Director Joly answered that those residents would be included in New Albany resident data.

Ms. van der Zwaag suggested breaking into the working group session.

Dr. Johnson moved to break into working groups at 7:48 pm. Seconded by Panel Member Berry. All members were in favor.

### **Working Groups Breakout Discussion**

Ms. van der Zwaag read the purpose statement for the IDEA Panel and facilitated an open brainstorm and discussion.

Panel Member Duerksen asked if the welcome receptions are intended for new people or for any people who have been in the community for a long time but who have not been engaged.

Director Joly stated the intent was first for new residents but it could be very appropriate for people who have lived in New Albany but have not been engaged. That decision is ultimately up to the IDEA Panel Members.

Several people noted there seems to be an overlap between the ambassadors and welcome reception programs. The purpose of these programs should be to empower and target towards both new residents and longtime residents – anyone interested in being more connected.

A panel member noted that people going through different phases of life will need different things. For example, if someone's children are now grown adults, they might need to reconnect to new aspects of the community now that they are empty nesters.

The Panel discussed the festival event. The following ideas were discussed:

- Celebrate the diversity already in the community in a way that makes sense
- Festival can be for both New Albany residents and the broader Central Ohio community
- Festival can bring awareness of DEI to the whole community
- How can the festival attract people?
- Invite the larger community to see the diversity within
- Celebration – this is New Albany, spotlight the diversity, “discover the diversity”
- How to do this in a way that is authentic and draws people in?
- Concept of an event that has “villages” almost like epcot – different areas that you can go visit that reflect different cultures
- Not just talking about cultures, talking about all kinds of diversity
- How do we identify partners? Panel can find organizations that do work in certain areas and partner with them to design a “village” or area representative of a culture
- Is this one day or a broader scale?
- Could be one day to start and then if it is popular and gains traction, could grow into something bigger
- Marketing & communications ideas included a video series, social media, videos about different holidays (this is how our family does this, recipes, how we celebrate),
- Diversity happens every day
- Important to include kids – scavenger hunts, volunteers for high school students
- Should the festival be centered around one of the four pillars?
- What is the heart of it that is going to get people to come out?
- Appetite for educational opportunity; people in the community value enhancing knowledge
  - Has to be fun too, not just educational
- Receptions & ambassadors is more about welcoming diversity, whereas the festival is about outward expression and celebration of that diversity
- "Multicultural" is old
- "A cultural community"
- Rotating... "Community Connects Us" - Arts, culture, diversity, celebration, etc.
- "This is our culture"
- Our culture is diverse; our culture is enhanced by the presence of diversity
- Business engagement?
  - Determine list of minority owned businesses – staff can research this
  - Reaching out to businesses as a starting place
- Call for artists for this event? In Connects newsletter?
- Utilizing pulse surveys for what people want to see?

Staff noted it would be important to loop Josh Poland and the communications team into this conversation.

The working group moved back into Council Chambers to adjourn.

### **Reconvene & Report Back**

Panel Member Dr. Johnson moved to reconvene the IDEA Implementation Panel meeting at 8:42 pm. Seconded by Panel Member Berry. All panel members were in favor.

**Other Business**

Dr. Johnson asked if there was any other business from staff or panel members.

None.

**Poll Members for Comment**

None.

Dr. Johnson adjourned the meeting at 8:43 pm. All panel members were in favor.

Submitted by Anna van der Zwaag.