



New Albany IDEA Committee Minutes: 09/09/21

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All participants present in person at the New Albany Public Service Department. Meeting streamed via Zoom webinar.

IDEA Committee Leaders: Dr. Lisa White, Sarah Thompson, Courtnee Carrigan

IDEA City Representatives: Vida Farwana, Abe Jacob, Shohba Painter, Tiana Samuels, Anita Patel, Mohit Gupta, LaVerne Fudge-Williamson

IDEA Stakeholder Representatives: Paul Naumoff, Jennie Wilson, Ben Collins

Public: Resident and Environmental Advocate Bill Resch

City Staff: Administrative Services Director Adrienne Joly, Planner Chris Christian, Clerk of Council Jennifer Mason

Not present: Nicole Dempsey, Renee Shumate, Kimberly Lee Minor, Ofra Eliav Greenshtein, Councilwoman Marlene Brisk, Mayor Sloan Spalding, Angela Douglas

Call to meeting order at 4:10 pm

Meeting adjourned at 5:40 pm

Agenda:

1. **Call to Order** (Mayor Sloan Spalding – 3 mins)
2. **In the News** (Adrienne – 13 mins)
 1. Update on Zoom Hack Investigation – Adrienne
 2. Planter's Grove Update – Adrienne
 3. IDEA Committee Structure Update - Adrienne
3. **IDEA Committee Meeting Schedule** (Courtnee - 3 mins)
4. **Presentation: Scott McAfee, New Albany CMO** (30 mins)
5. **Workgroups: Communications** (Lisa and Courtnee – 30 mins)
6. **Adjourn**

2. Adrienne provided brief updates on three items above:

- investigation still in progress
- Meetings still being coordinated for Planter's Grove residents
- Research continues regarding what the next evolution of the IDEA Committee should be.
The goal is to have a proposal before City Council by the end of the year.



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3. IDEA Committee meeting schedule through the end of the year:

Meeting Date	Focus
September – 09//09/2021	Start Communications discussion
October - 10/14/2021	Wrap Up Communications
November – 11/04/2021 <i>Date adjusted for Veteran's Day Holiday</i> Heit Center 150 W. Main Street New Albany, OH	IDEA Committee Appreciation Reception Light program during the reception <i>Provide a high-level overview of the recommendations that will be presented to City Council in December.</i>
12/07/2021	IDEA Committee Report Presentation to City Council

Resident walked in to meeting. He wanted to check out the meeting and “make sure we are not just an enclave for rich people.” He has lived here for a long time and has grand children now. Stayed for entire meeting.

- Courtnee shared that these recommendations are a body of work the IDEA Committee has created. Now we focus on all the ways we can tell our story and celebrate our journey in November.
- Courtnee asked for any volunteers of IDEA Committee members to speak in November. Laverne volunteered and others would consider.

4. Scott McAfee presentation to IDEA Committee of New Albany’s communication resources, platforms, and opportunities.

- Guest column for December or January – would be good for an IDEA Committee Member to do
- Logo presentation – described as a mosaic. Just won an award nationally for this logo design.
- Resident Survey Discussion
 - Next one is next year.
 - If there are questions the IDEA Committee would like to recommend, let Scott know so they can be included.
 - Engagement strategy could involve IDEA Committee encouraging folks to participate in survey.
 - If there are particular residents / folks to include in the survey, the IDEA Committee can provide phone numbers to Scott for survey inclusion.
 - Questions raised:
 - Is there a way to get student feedback as a part of the survey?
 - Is there an ability for content to be shared (text area and upload option) versus just multiple choice. Yes to open-ended questions; Scott needs to check on upload option.



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- Connect about survey demographics – are there categories that can be expanded up on for the survey to be more DEI inclusive?
- IS THERE A REASON WHY THERE CAN'T ALSO BE A SURVEY LINK so folks can fill out at their leisure? Add-on? Separate test one?

5. Workgroup Discussions

1. How can we make New Albany’s communications more inclusive?
2. What ideas do you have for IDEA-related content?

FLIP CHART NOTES FIRST CHART – Question #1	SECOND CHART, continuation of Question #1
<ul style="list-style-type: none"> • Is survey all inclusive? Text? Could a text go out first? • How has the survey data been used in the past? • More open-ended questions about diversity • Keep people engaged. • List of social media, websites, etc., “At a Glance” – to streamline communications • Incentivize responding – use a community partner • Direct mail • Variety of Access Points • Main calendar 	<ul style="list-style-type: none"> • Nextdoor example – sub-community information • Low-tech, high-tech, no tech options • Survey subcommittee • Campaign about survey – multiple platforms • Instagram takeovers <p>Question #2</p> <ul style="list-style-type: none"> • Celebrate awareness months: Highlight video-based on that month topic • Use IDEA Committee Members as our “champions” <ul style="list-style-type: none"> ○ Members give ideas / new talent / tell the story

1. How can we make New Albany’s communications more inclusive?

- Guest column – Tiana, Laverne indicated interest
- Time capsule – question – can we put one of our t-shirts – yes!
- Survey
 - I don’t answer the phone anymore – feels like an invasion of my time. Is phone the right /best way to reach people for the survey? Would an email that folks could respond to on their time reach more. Phone does allow for more interaction. Is there a both/and approach that could work here?
 - Are there ways to enter location in a survey to get the geographic reach that’s desired.
 - Texts are very useful, also. Used by younger populations more.
 - If we can somehow explain how we’ve used the data collected previously to make New Albany better, that might encourage more folks to participate.
 - Review questions to see how inclusive they are.
 - Let participants know when they can expect results.
 - Advertise through all channels the survey is coming up so folks might be more primed to respond.
 - Could we have survey access at events and programs



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- There is an IDEA sub-committee that would like to form to provide suggestions to resident survey.
- Direct mail – they have had some success
- Rewards – could tie in with partnerships – tickets to events, etc.
- Getting the word out – We have lots of communication channels / here's all the ways you can find out what's going on in New Albany. At a glance document/web page where all of these are listed could be helpful.
- Blurbs of IDEA Committee / 2.0 that can be shared on these other channels.
- In person connection is good. Someone in community who didn't have internet access. Would have been good to have phone number to say here call this number to find out more. Be more sophisticated in all the ways to be in touch and stay in touch.
- Instagram account – example of Chamber, they share about family, other things. Could they IDEA Comm have an account to help weave IDEA through to folks. Nextdoor is another avenue to post what's going on – IDEA group on Nextdoor.
- Promotion can be low and high-tech. Don't forget all outreach strategies might not hit all folks.
- Has New Albany done any Insta "take-overs" ? Could make people more approachable.

2. What ideas do you have for IDEA-related content?

- Look at calendar to celebrate and raise awareness – mental health, pride, black history, etc. This is a way for folks to see themselves and can see the city is inclusive.
- Scott/comms also says we need content – we need to know what we're communicating.
- Are there groups we don't know about that we should highlight in videos?
- What about residents, as part of spotlights and awareness? Would they share their story?
- What does it look like to build a pipeline of content and content creators?
- Is there a possibility for each IDEA member to create some content, from their perspective? Could take turns and either self-write or secure content.
- When this IDEA is over, how do we not let you go – we share in this work. We are champions and we need to bring in new champions. Building up our IDEA Champions.
- In building community, how do we tell
- 8th graders at farmer's market