

# **MLGMA ADVOCACY COMMITTEE MEETING**

MINUTES

MARCH 20, 2009

10:30 AM – MML LANSING OFFICE

## Committee Members Present:

Jane Bais-DiSessa, Chair

Pete Stalker, Vice Chair, City of Cadillac

Jack Duso, Midland

Joe Fivas, Owosso

Dave Harvey, Garden City

Tim Wolff, Village of Lake Isabella

## Special Guests:

Ed Koryzno, MLGMA Immediate Past President, Ypsilanti

Ted Stanton, MLGMA President, East Lansing

Chairperson Bais-DiSessa opened meeting at 10:30 AM. Chairperson Bais-DiSessa welcomed Committee members and thanked them for joining the Advocacy Committee.

Chairperson Bais-DiSessa explained that the mission of this committee was to develop an action plan that would support and defend and promote the Council-Manager form of government. After a brief discussion, Committee members asked Chairperson Bais-DiSessa to identify the Committee's mission as directed by the MLGMA Board for further discussion at the next Advocacy Committee meeting.

Next, Committee members discussed the production of a video to promote the Council/Manager Form of Government. At this time, Chairperson Bais-DiSessa asked special guests, Ed Koryzno, MLGMA Immediate Past President and Ted Stanton, MLGMA President, East Lansing to discuss this item and provide the Committee with direction as to the type of video the MLGMA Board was looking for.

## **Advocacy Committee Minutes - March 20, 2009**

### **Page 2 of 4.**

Both Stanton and Koryzno expressed their support of the Committee's directive to produce a "longer" video that could further be used as a resource to further educate and/or advocate the Council-Manager plan. President Stanton stated that the MLGMA Board supported this endeavor and that funds are available. Chairperson Bais-DiSessa briefly went over the Committee's past actions in the creation of the "short videos" which may be seen on the MLGMA website. Committee members agreed to again utilize the services of Kirk Westphal and asked Chairperson Bais-DiSessa to invite him to our next meeting in order to begin discussing the process of producing a new video. To assist Mr. Westphal in this endeavor, Grinzinger led the Committee in the development of an action plan that would help guide Mr. Westphal in the initial stage. Committee members recommended that the plan include the following factors:

Purpose (How may this video be used?):

- When challenge to form,
- When jurisdiction is looking to change form, and
- To help reinforce form.

Committee members agreed that the purpose of this video should not take an "evangelical" or "terrorist type of attack" in its message and that the video could not stand alone without the presence of an Advocate that would use it as a resource.

Audience (Who is this video for?):

- Voters (35+ years – Civic Engagement),
- Political charged environment,
- New Council,
- Citizens Academy, and
- Chamber.

## Advocacy Committee Minutes - March 20, 2009

### Page 3 of 4.

Overall, Committee members agreed that the video was for individuals who have some interest local government.

#### Themes:

- About the Council-Manager form, that would reflect:
  1. Consensus,
  2. Joint system,
  3. Policy and implementation, and
  4. Council as one, plus Manager (parameters of each)

#### Message:

- Community retains individuality (Manager Adapts),
- Accountability,
- Ethics (transparency & ICMA Code)
- Council moves by consensus,
- Avoid stalemate – can disagree w/o stopping of government (fx),
- Efficient (cost effective) – essential services are always delivered regardless of politics.

#### Sidebar Thoughts:

- History of Evolution different than Federal Form:
  1. Veto power,
  2. Separation of branches, and
  3. Partisanship.
  
- Impacts people's lives the most.

## **Advocacy Committee Minutes - March 20, 2009**

**Page 4 of 4.**

Next, to ensure committee progress, Committee members developed the following goals:

1. Develop an Advocacy video for 2010 Winter Institute and hold a training session as to how video should be used. Video must be completed by January 2010.
2. Compile sample methods that other Michigan communities are using to advocate Council-Manager form, such as citizens academies, leadership groups, etc. for use during presentation at MLGMA Winter Institute.
3. Interface with other MLGMA committees to share what we are doing and identify potential impact.

Next meeting date: April 17, 2009, 10:30 AM, at MML Lansing quarters.

Meeting adjourned at approximately 1:00 PM.