



**Charter Review Commission  
Minutes  
WebEx Board Meeting  
September 28, 2021 7:00 PM**

**Members Present:** Chair Fred Evans, and Commissioners: John Becker, Jack Kelly, Sally Kram, Robert Kurnick, Kevin Owen, Izola Shaw, Marissa Valeri

**Members Absent:** David Gottesman, Harold Hodges, Anita Powell and Robert Wright

**Staff Present:** City Clerk Sara Ferrell, Deputy City Clerk Danny Winborne, Deputy City Attorney Cynthia Walters and City PIO Marylou Berg

**I. Welcome**

City Clerk Sara Ferrell opened the meeting via WebEx at 7:07 p.m. Chair Evans welcomed all those present.

**II. Approval of Minutes**

**Motion:** to approve the minutes from the September 14, 2021 Charter Review Commission meeting.

Moved by Commissioner Owen seconded by Commissioner Valeri and approved unanimously.

**III. Communications and Outreach Plan**

**Introduction:** Chair Evans turned the floor over to Commissioner Shaw, who introduced Rockville PIO Marylou Berg. Commissioner Shaw presented the communications and outreach plan to survey Rockville residents. Commissioner Shaw recapped the Communications Plan the CRC went through in April 2021. Commissioner Shaw reviewed Resolution 9-20, "Solicit citizen input regarding these issues by public forum, public hearings or other processes." She also reviewed the CRC Objectives.

**Audience:** Primary Target: 70% of the electorate that did not vote. Secondary Audience: 30% of electorate that did vote.

**Tactics:** Commissioner Shaw discussed the various tactics to conduct community outreach. The plan is to use the November 2021 edition of the Rockville Reports to start the outreach process.

**Bang the Table:** Pio Marylou Berg introduced the fact that the City acquired a new piece of software called “Bang the Table” that could potentially be used for the CRC’s outreach, communications and feedback solicitation vehicle.

**Access Issues:** Important Question asked by Sally, “How will we reach out to citizens who do not have internet access?” Zola, said that she asked the same questions and found that the BTT platform is mobile friendly, as her historical experience has proven, is more people are reached on their cell phone than on other platforms; especially due to the pandemic.

**Selection of what CRC wants to do:** The CRC identified a lot of questions, topics and barriers to moving forward, so there are some decision points to consider.

**Bang the Table Session:** Marylou Berg offered to host a BTT walk-through session with her team members Tatum Walker.

**Plan:**

- Reach out to community via Rockville Reports in November
- Utilize Bang the Table in December
- Zola will work on Social Media posts and toolkit with Marylou Berg; as well as paper flyers and emails to Rockville houses of Worship.

#### **IV. Compiling and Distributing Subgroup Questions**

- The Commission will review and discuss all three Subgroups sets of questions at the next meeting.
- Danny Winborne will compile all of the survey questions from the three subgroups and send them to all commissioners.
- Zola requested that the Staff Liaison ask Commissioners for questions that can be asked of the public for each topic area and share those questions at the October 5, 2021 meeting.

#### **V. Old Business/New Business**

Zola will schedule a “Bang The Table” worksession next week.

#### **VI. Future Meeting**

Tuesday, October 5, 2021—7:00 p.m.

#### **VII. Adjournment**

There being no further business, the meeting adjourned at 8:17 p.m.

**Motion:** to adjourn.

Moved by Commissioner Kevin Owen, seconded by Commissioner Marissa Valeri, and approved unanimously.