



Memorandum

Date: 5/10/2022

Meeting of: Committee of the Whole - Finance, Administration, and Communications

File No. CM 22-359

Type: Committee Memo

TO: Committee of the Whole - Finance, Administration, and Communications

FROM: Mayor Angela Birney

DEPARTMENT DIRECTOR CONTACT(S):

Executive	Malisa Files	425-556-2166
Executive	Lisa Maher	425-556-2427

DEPARTMENT STAFF:

Executive	Jill Smith	Communications Manager
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TITLE:

Community Engagement Opportunities for City Council

OVERVIEW STATEMENT:

Communication division staff will present two proposed summertime activities for Council to meet and interact with community members.

1. Derby Days Council Booth

The next Focus on Redmond magazine, which will be in mailboxes around June 29, will be themed "Celebrating Summer! Gathering and giving back." Staff will share a draft Derby Days Council booth concept that builds off this theme. Staff will also share information about staffing, give-a-ways, and other logistics for Council's participation in Redmond's annual summer festival on Saturday, July 9.

2. Community Conversations

Staff would like to gain Councilmember's interest in hosting an additional Community Conversations type event, considering either:

- A traditional format retitled to Community Q & A including a short reception and a question-and-answer period, or;
- An outdoor option such as "Community Conversations in the Park". This would include a large tent in a Redmond park with a more casual, reception-style format that does not include a formal program. The recommended timeframe is September after school is back in session and weather remains inviting.

☐ **Additional Background Information/Description of Proposal Attached**

REQUESTED ACTION:

☐ **Receive Information**

☒ **Provide Direction**

☐ **Approve**

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
N/A
- **Required:**
N/A
- **Council Request:**
N/A
- **Other Key Facts:**
N/A

OUTCOMES:

Councilmembers will be informed on a draft plan for the Council Derby Days booth and will provide feedback, as well as be asked to share their thoughts on hosting a traditional Community Conversations event or try an outside reception style format.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
May 2022 - Discuss proposal and receive Council direction
July 9, 2022 - Derby Days
September 2022 - Community Conversations type event
- **Outreach Methods and Results:**
Derby Days will be promoted via the event's comprehensive marketing plan. Councilmembers are encouraged to invite their networks to come see them at the Council booth.

Additional Community Conversations will be promoted via city channels such as redmond.gov, Focus newsletter, weekly enews, email invitations, posters, social media. Council will be provided emails and social media messaging to share with their networks.

- **Feedback Summary:**
N/A

BUDGET IMPACT:

Total Cost:
\$3000

Approved in current biennial budget: ☒ Yes ☐ No ☐ N/A

Budget Offer Number:

Offer # 0030 - Budget #'s 100.14100.00490.51160; 100.14100.00410.51160

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Budget Priority:

Strategic and Responsive

Other budget impacts or additional costs:

☐ Yes

☒ No

☐ N/A

If yes, explain:

N/A

Funding source(s):

General Fund

Budget/Funding Constraints:

N/A

☐ Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
N/A	Item has not been presented to Council	N/A

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
7/9/2022	Special Meeting	N/A

Time Constraints:

A minimum of two-months is required for planning.

ANTICIPATED RESULT IF NOT APPROVED:

If not approved, Council will not participate in a Derby Days booth, and we will not hold a Community Conversations type meeting.

ATTACHMENTS:

None