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Office of the City Administrator

PUBLIC WELFARE COMMITTEE

Tuesday, March 12, 2024

5:45 PM

Lower Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Dale Mayr
Alderman Gregg Bach
Alderman Kathleen Schneider

Also Present: Assistant City Administrator Schoenemann, City Attorney Sajdak, and Executive Assistant Enea

2) Approval of Meeting Minutes

a. February Minutes

RESULT: **Approved by Voice Acclamation [Unanimous]**

MOVED BY: Alderman Bach

SECONDED BY: Alderman Schneider

AYES: Mayr, Bach, Schneider

3) Discussion Items

a. Community Survey

Executive Assistant of Communications Enea provided the Committee with an overview of the work completed by staff since the last meeting. She and Assistant City Administrator Schoenemann had developed a matrix with criteria deemed important from the Committee of the Whole meeting and previous Public Welfare meetings to compare the four vendors. Ms. Enea and Mr. Schoenemann then had initial presentations from prospective vendors. One of the vendors, ZenCity, was eliminated due to their method of survey distribution, which relied on social media ads. The remaining three vendors, ETC Institute, Magellan Strategies, and Polco, will give the Committee an overview of their products and methodology at the next three meetings in April, May, and June. The Committee briefly discussed sending emails, postcards, and writing a news article so that residents are aware that a survey is coming. They also discussed how the survey would be labeled if mailed, how some people dislike QR codes, and how many have survey fatigue. The Committee also stated the first presentation

would be recorded for whichever Alderman may be appointed after the April organizational meeting. The last item discussed was how staff liaisons for all the other Committees would be contacted by Ms. Enea to get feedback on topics that could be included in the survey.

4) Work Calendar

April- Magellan Strategies Presentation

May- ETC Institute Presentation

June- Polco Presentation

5) Adjourn

Alderman Bach moved to adjourn at 6:09 PM and Alderwoman Schneider seconded.

Respectfully Submitted,

Carrie Enea

Executive Assistant