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Office of the City Administrator

## **PUBLIC WELFARE COMMITTEE**

**Tuesday, April 9, 2024**

**5:15 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, City Clerk Fochs, and Executive Assistant Enea

#### **2) Approval of Meeting Minutes**

**a. March Meeting Minutes**

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

**MOVED BY:** Alderman Bach

**SECONDED BY:** Alderman Schneider

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| <b>AYES:</b> Mayr, Bach, Schneider |
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#### **3) Ordinances**

**Action requested: review and recommend approval**

City Clerk Fochs explained how the recreating of the district maps goes back to the Census in 2020 when redistricting occurred. The State found the newly drawn boundaries unconstitutional and redrew them, splitting Ward 7 into 7 and 7a and Ward 11 into 11 and 11a. The new boundaries affected approximately 600-700 people within the City, but did not change any Supervisory or Aldermanic Districts.

**a. ORDINANCE 2024-1663** An Ordinance Repealing and Recreating the City of Mequon Aldermanic District Map, Due to 2024 Senate and Assembly Redistricting.

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

**MOVED BY:** Alderman Bach

**SECONDED BY:** Alderman Schneider

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| <b>AYES:</b> Mayr, Bach, Schneider |
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4) Resolutions

**Action requested: review and recommend approval**

- a. **RESOLUTION 4111** A Resolution Approving Revisions to the Mequon Ward Listing, Ward Map and Polling Site Designations, Due to 2024 Senate and Assembly Redistricting

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

**MOVED BY:** Alderman Bach

**SECONDED BY:** Alderman Schneider

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| <b>AYES:</b> Mayr, Bach, Schneider |
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5) Discussion Items

- a. Magellan Strategies Presentation

Ryan Winger, the Polling Project Manager and Director of Campaign Strategy from Magellan Strategies', presented their proposal to conduct the City's Next Community Survey. He explained to the Committee how their methodology via MMS Text doesn't limit how much a resident can respond to an open-ended question and gives all residents an equal chance to participate. It also eliminates the high cost of mailing a paper survey. Residents can still request to have a paper copy mailed if they wish. Alderman Bach inquired if the text could be forwarded to friends. Mr. Winger said it could be forwarded, but a device can only fill it out once. Alderwoman Schneider asked about texting results for those that are survey resistant, how do they get cell phone numbers, and how do older voters respond to it? Mr. Winger stated that since COVID, older residents are more comfortable with digital media. Phone numbers can be pulled from voter files, and if not, they can be purchased through a 3rd party. Mr. Winger also spoke about benchmark comparisons with similar cities that make sense. Alderman Bach asked how residents would know the survey was coming. Mr. Winger said they would lay the groundwork, whether that is sending an email to a listserv or sending a postcard with a QR code. On the back end, Magellan will comb through all the responses and summarize 5-6 themes.

6) Work Calendar

May- ETC Institute

June- Polco

7) Adjourn

Alderman Bach moved to adjourn at 6:05 PM and Alderwoman Schneider seconded.

Respectfully Submitted,

*Carrie Enea*

*Executive Assistant*