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Office of the City Administrator

PUBLIC WELFARE COMMITTEE

Tuesday, July 9, 2024

5:45 PM

Lower Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Dale Mayr

Alderman Brian Parrish

Alderman Gregg Bach -- **Absent**

Also Present: Assistant City Administrator Schoenemann and Executive Assistant Enea

2) Approval of Meeting Minutes

a. June Minutes

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

MOVED BY: Alderman Parrish

SECONDED BY: Alderman Mayr

AYES: Mayr, Parrish

ABSENT: Bach

3) Discussion Items

a. Vendor Selection for Community Survey

Executive Assistant Enea provided an overview of the materials included in the packet which included the proposals from the three vendors, Magellan Strategies, Polco, and ETC Institute, and an updated matrix. Ms. Enea also shared the two positive reference checks that she received for ETC Institute and Polco per Alderman Bach's request. Both cities chose their respective survey companies because they valued having a statistically significant sample and were seeking to use benchmark questions that compared their city's performance to other cities. One of the cities opened the questioning to other residents outside of the statistical sample and another city did not because they were concerned with "ballot box stuffing." The city that did open the survey to other residents found those results to be similar to the statistical sample results.

The Committee had a brief discussion about the vendors, how the survey was previously not intended to be a baseline for future surveys, and how the quantity of survey responses received does not necessarily make it more significant. The Committee did feel that residents should continue to be questioned about development in the community and the desired City population. The Committee requested that staff ask ETC if they could mail a postcard with a QR code to those not in the statistical sample, summarize the findings of those taking the on-line survey, and if ETC could present the findings to the Council in-person. A price quote will be provided at the next meeting. Alderman Parrish moved to select ETC Institute with the above additions and Alderman Mayr seconded.

RESULT: **Approved as Amended [Unanimous]**

MOVED BY: Alderman Parrish

SECONDED BY: Alderman Mayr

AYES:	Mayr, Parrish
ABSENT:	Bach

4) Work Calendar

The Committee will review ETC Institute's price quote at the next meeting and review survey questions submitted by other Committees.

5) Adjourn

Alderman Mayr moved to adjourn at 6:15 P.M. and Alderman Parrish seconded.

Respectfully Submitted,

Carrie Enea

Executive Assistant