

EL PASO  **COUNTY**
COLORADO

COMMISSIONERS:
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LONGINOS GONZALEZ, JR. (VICE-CHAIR)

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COUNTY ADMINISTRATION

SHERRI CASSIDY, CPFO, CHIEF FINANCIAL OFFICER
&
RYAN PARSELL, CHIEF PUBLIC INFORMATION OFFICER

Citizen Outreach Group – April 15, 2019

Members Present: Stephanie Adams, Jeff Aldrich, CheyAnne Clemons, MaryAnna Clemons, Kelvin Dean, Ed Dills, Arthur Glynn, Annette Hagopian, Creed Spillane

Excused Members: David Couch

Unexcused Members: Roland Rainey

County Staff Present: Sherri Cassidy, Diana May (via phone conference), Ryan Parsell, Deanna Ruschioni, Nikki Simmons, Joel Quevillon

Commissioners Present: Longinos Gonzalez, Jr., Vice-Chair

Guest Speakers/Guests: Todd Marts, Tim Wolken

The meeting was called to order at 9:30 a.m.

Sherri Cassidy, El Paso County Chief Financial Officer introduced and welcomed CheyAnne Clemons, the newly appointed At Large member to the Citizen Outreach Group.

Re-election of the COG Officers

Diana May, Assistant County Attorney was present via tele-conference to assist with any questions during the re-election process of the COG officers.

Creed Spillane resigned as the 2019 Vice-Chairperson, and a motion was made to nominate Creed as Chairperson of the COG. The motion was seconded and all present were in favor (9-0) with two members absent. Creed Spillane accepted.

A motion was made to nominate Stephanie Adams as Vice-Chairperson of the COG. The motion was seconded and all present were in favor (9-0) with two members absent. Stephanie Adams accepted.

Administrative Items

- 1) A motion was made to approve the February 4, 2019 and the March 18, 2019 meeting minutes; it was seconded and the minutes were approved as written.



2017-2021 Strategic Plan Overview

Tim Wolken, Director of Community Services, provided an update to the “2017-2021 Strategic Plan” – a summary of El Paso County’s intended direction during this five year duration to assess our current efforts and chart a course to maintain and/or improve desired services for our citizens. He reviewed the Strategic Plan Process & Terminology which incorporates the Vision Statement, Mission Statement, Values, Goals, Strategies and Objectives.

Tracking the progress and providing updates to the overall plan is provided to the Board of County Commissioners on a semi-annual basis. Tim mentioned that he could provide this update to the COG after it is presented to the BoCC in June, 2019.

An on-line version of the Strategic Plan 2017-2021, the Strategic Plan 2019 Performance Measurements, and the 2017-2021 Strategic Plan Objectives Dashboard can be viewed at: <https://www.elpasoco.com/strategic-plan/>;

2019 County Fair Overview

Todd Marts, Recreation and Cultural Services Division Manager with the Community Services Department provided an overview of the events planned for this year’s 2019 El Paso County Fair which runs from July 13-20, 2019 in Calhan, Colorado.

Mission Statement: To provide a wide variety of activities that celebrates our history, culture and heritage; Produce a varied program schedule that appeals to the interests of Fair participants; Provide an effective venue for 4-H activities; Ensure the County Fair is financially self-sufficient.

Todd spoke to some of the revenue goals, the discount and free admission dates/events, and food vendors. He addressed questions in regard to assessing feedback from the public using exit surveys, on-line surveys, and self-demographics; and mentioned the marketing and media assistance provided to the public through our Public Information Office.

The El Paso County Fair website page can be view at: <https://www.elpasocountyfair.com/>;

2019 El Paso County Fair Volunteer Opportunities

The COG members were provided a list of volunteer and sponsorship opportunities during the March 18th COG meeting to review, and were asked to bring their ideas to today’s meeting to discuss which events they would be interested in assisting with. Todd mentioned that some of the opportunities might be to greet people at some of the major events, and co-sponsor or sponsor some of the contests. The COG showed an interest in supporting the VIP Reception on Saturday, July 13th, and the Bull Riding event on Friday, July 19th; with the opportunity to represent the Citizen Outreach Group by wearing COG t-shirts and an announcement to be made to recognize this committee and its purpose. The COG would like to use this as an opportunity to promote the Citizens College program as well.

With the possibility of the U. S. Space Command coming to Colorado Springs, a suggestion was made that perhaps a marker could be made to open up the welcome mat to this program on the first Saturday, July 13th during the Military Appreciation Day.

Discussions Regarding the 2019 El Paso County Citizens College

During the March 18th COG meeting the members were asked to review a list of all the possible Citizens College courses and tours, and begin to prepare a plan they would like to see for this year's Citizens College.

After discussions regarding past successes and challenges, and suggestions made regarding a new format for the 2019 and future programs, the COG members were reminded that outside of El Paso County creating videos for the Citizens College, this is a Citizen Outreach Group project and the members are responsible in hosting the program they create. The COG will decide on the content to be presented at the classes and/or through videos in advance of the classes; create the schedule as to when and where the classes will take place; and coordinate scheduling the Elected Officials and the Directors of the departments who will be presenting.

Some of the ideas/suggestions discussed:

- Hold more onsite visits / tours
- Video on-line to watch ahead of time & a panel at the classes for questions
- Five minute videos on what the office/department does
- Short synopsis up front and more discussion time to engage
- Use videos to promote the Citizens College
- Training is everything (statistic data) – popular videos (U-Tube & TED Talks)
- Focus on the big issues & provide information that resonates with people
- Explain the difference between the County and the City - prioritize the basic information on what El Paso County is and provides
- Have some basic sessions & more advanced sessions
- Hold a basic conference on a Saturday and then have breakout sessions for citizens to choose the ones they would like to attend
- Provide a long-term schedule
- Change to a Citizens Academy – invite members from the past
- Elevate the mission / purpose
- Create a forum for year-round opportunities, making it about Civics, etc.
- Tours spread out through the year (6-mos)

It was suggested that the COG draft a list of content, dates & locations, and a schedule as to who needs to attend; and for the COG to continue this discussion and finalize their program at the next meeting scheduled on May 13, 2019.

The meeting adjourned at 10:55 a.m., with a tour of the Fountain Creek Nature Center provided afterwards.