

Sherri Cassidy, CPFO, Chief Financial Officer
&
Ryan Parsell, Chief Public Information Officer

Board of County Commissioners
Holly Williams, District 1
Carrie Geitner, District 2
Stan VanderWerf, District 3
Longinos Gonzalez, Jr., District 4
Cami Bremer, District 5

CITIZEN OUTREACH GROUP

Citizen Outreach Group April 19, 2021

**Members Present Via
Virtual/Teleconference
Meeting:**

Stephanie Adams, Sarah Brittain Jack, CheyAnne Clemons
Kelvin Dean, Arthur Glynn, Jim Godfrey, Lauren Hug

Excused Members:

Unexcused Members: Rafael Chanza, Roland Rainey

County Staff Present: Ryan Parsell, Deanna Ruschioni

Commissioners Present: Commissioner Chair, Stan VanderWerf
Commissioner Vice-chair, Cami Bremer

Guest Speakers: Todd Marts, Community Services Recreation & Cultural Services Manager
Dayna Buffington, Fair & Event Center Program Supervisor

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

Members Absent at the April 19, 2021 COG Meeting

A motion was made to accept the absence of Rafael Chanza and Roland Rainey as an unexcused absence; it was seconded, and all members present were in favor (7-0) (with two members absent and two openings to be filled).

Administrative Items

- 1) A motion was made to approve the February 8, 2021 meeting minutes as written; it was seconded, and the minutes were approved unanimously by all members present (7-0) (with two members absent and two openings to be filled).

Commissioner Liaison Comments

Commissioner Chair, Stan VanderWerf addressed the COG members:

Welcomed everyone and mentioned he was looking forward to everyone's perceptions and ideas on the El Paso County Fair and the El Paso County Citizens College.

Commissioner Vice-Chair, Cami Bremer addressed the COG members:

Appreciates how the COG serves so many roles and the members are the County's eyes and ears for our community. She spoke to how the County has several senior level openings, mainly due to retirements and that the County values its employees and family life balance. Although this is a lot of change all at once, it is the County's intent on keeping County business going on the same trajectory in serving our citizens and community.

2021 El Paso County Fair Update & Volunteer Opportunities

Todd Marts, Division Manager for Recreation and Cultural Services, and Dayna Buffington, Fair & Event Center Program Supervisor spoke to the 2021 El Paso County Fair plans and events scheduled for July 10-17, 2021. The fair theme this year is "Time To Celebrate".

- Last year due to the COVID-19 pandemic, they were only able to hold a 4H / FFA show
- Provided an overview of their mission statement
- Key Components for a Successful Fair: Long Term Planning; Supportive Sponsors; Fair Marketing; Great 4-H Program; Evening & Daily Entertainment; Contests & Shows; Vendors & Carnival Activities
- Fair Board Members / Key Staff
- Attendance Goal for this year is 25,000
- Revenue (self-sustaining – anticipate \$234,000)
- Free days & Paid days

They will put together a list of volunteer opportunities and sponsorship programs and will forward this information to the COG group. Some of the things COG volunteered to assist with in the past were the VIP reception; rodeo and bull riding event; and volunteers to welcome and provide directions to attendees at the gate.

<https://www.facebook.com/EPCFair>; #ILoveMyCounty - they run this campaign on Wednesday's

<https://www.elpasocountyfair.com/>; El Paso County Fair & Events webpage

2021 El Paso County Citizens College Discussions

Ryan Parsell, Chief Public Information Officer initiated the discussions. He mentioned that Citizens College has existed for over a decade, and he provided a brief synopsis of its history. Although the Citizens College did not take place in 2019 and 2020 due to the COVID-19 pandemic, he shared some of the models that were designed which featured a hybrid model of videos, live meetings and presentations, and tours of some of the offices/facilities. Recommends scheduling the El Paso County Citizens College to later in the year if possible.

Commissioner Bremer recommended developing a fundamental program which is consistent with the County services provided by the offices and departments and that can be assessed and utilized for future years. Commissioner VanderWerf highly recommends in-person meetings with the elected officials in conjunction with tours afterwards.

Other ideas are to make some of these presentations live streamed to accommodate a larger audience, and which will create historical information for the public.

A sub-committee was formed who will compose a draft and schedule of these ideas to share with the COG in the next meeting on May 17th.

Public Information Office Overview by Ryan Parsell, Chief Public Information Officer

Ryan provided an overview of the El Paso County Public Information Office.

- Chief Public Information Officer
- Deputy Public Information Officer
- Communications Specialist
- CORA Specialist
- Audio Visual Supervisor and three Audio Visual Techs
- Digital/Social Media Specialist
- Legislative Policy Advisor
- Part-Time Greeters

Public Information Office Mission Statement:

To facilitate the flow of accurate and timely information to the public about policies, practices, programs, and services of El Paso County; to provide media relations support, training and guidance to County departments and elected officials; and to assist with activities to engage the public in County sponsored events.

PIO accomplishes their mission through new and traditional media outlets and the El Paso County Channel. They also have the flexibility to create and distribute groundbreaking original content to both inform and entertain.

PIO is also tasked with media training, media relations, generate content, advise regarding community and media relations, videography, Commissioner comment dissemination. They disseminate credible and accurate information to citizens and the media, portray the County in an accurate and positive light, create and maintain positive relationships with community stakeholders, and facilitate public involvement in critical government function.

PIO supports the Board of County Commissioners, every department within El Paso County, each of the elected officials who do not have their own public relations personnel (and even when they do sometimes), the Office of Emergency Management, and Public Health when needed.

Meeting Adjourned: 11:17 a.m.