



MINUTES

Pen Dam Public Engagement Committee Meeting

7:00 PM - Wednesday, September 1, 2021

Virtual

The Pen Dam Public Engagement Committee of the City of Ypsilanti was called to order on Wednesday, September 1, 2021, at 7:00 PM, in the Virtual , with the following members present:

PRESENT:

ABSENT:

1 CALL TO ORDER

- a) Meeting called to order at 7:35 pm

2 ROLL CALL

Beth Gibbons-Sustainability Commissioner - present, Washtenaw County Ypsilanti

Bryan Foley-Sustainability Commissioner - absent

Ila Coltas-Ward 3 resident, Digital Marketing expert - present, Washtenaw County Ypsilanti

Sally Lusk-Ward 2 resident, impoundment property owner - present, Washtenaw County Ypsilanti

Jennifer Symanns-Ward 2 Council Member- present, Washtenaw County Ypsilanti

Steve Wilcoxon-Ward 2 Council Member - present, Washtenaw County Ypsilanti

3 APPROVAL OF AGENDA

Beth Gibbons Motioned to approved the Agenda, Ila Coltas seconded motion. Most passed unanimously.

- a) Approval of Meeting Minutes from August 11, 2021

4 APPROVAL OF MINUTES

Ila Coltas Motioned to approved the Minutes, Sally Lusk seconded motion. Most passed unanimously.

5 PUBLIC COMMENT ON AGENDA ITEMS

No Public Comment Provided

6 RESOLUTIONS/MOTIONS/DISCUSSIONS

- a) Increasing Outreach for Upcoming Meetings

The Committee discussed a variety of ways each of its members could help support increased community outreach and reviewed the work of staff to

encourage public participation. Commitments were made by several members to flier businesses, Pen Park, and adjacent apartment complexes to the dam. The committee also discussed paid promotion on social media and other digital marketing strategies to increase participation from a diverse group of stakeholders.

b) Continued Public Engagement Beyond Scheduled Meetings

The Committee discussed the next steps following completion of the focus groups and townhalls which include monthly meetings of the public engagement committee to follow the progress made by Limnotech and Grant status updates. It was proposed that the committee continue to meet monthly and we will look to formally adopt a schedule at our next meeting to codify that decision.

c) Messaging for Printed Materials

Sommer Wood reviewed her draft poster and collateral proposed for distribution. The committee agreed the flyer used to date was sparse on details and included information about prior dates that are no longer relevant. It was agreed that this new printed material from Sommer would be used moving forward in the promotion of upcoming meetings, focus groups, and the townhall.

7 ADJOURNMENT

Meeting adjourned at 8:53pm