

City of Visalia- Citizen Advisory Committee
Meeting Minutes

Wednesday, September 2, 2020

Members Present: Frank Ruiz, Carla Calhoun, Darin McCall, Joel Rosales, David Winters, Steve Garcia, Mayra Espinoza Martinez, Kris Bruce, David Winters, Lois Sheffield

Members Absent: Christian Ibanez, Jon Bueno

City Staff: Michelle Nicholson, Leslie Caviglia

Members of Public: n/a

Next meeting: Wednesday October 7, 2020

1. **Meeting called to order at 5:33 pm by Chair Rosales**
2. **Welcome and Public Comment:** n/a
3. **Approval of minutes from August 12, 2020 meeting**
 - a. Member Calhoun makes a motion to approve the August minutes with no changes. Member Bruce seconds. All members vote in favor.
4. **Discussion and Selection of Sub-Committee Members - Measure N Sub-Committee members.**
 - a. Member Sheffield would like to stay on with the Measure N committee. Member Winters would be interested in joining.
 - b. Member Ruiz makes a motion to have Member Winters added to the Measure N committee. Member Garcia seconds. All members vote in favor.
5. **Discussion of 2020 Public Opinion Survey Presentation to Council on August 17th.**
 - a. Chair discusses the council's position regarding the Public Opinion Survey. The recent article published discussing the committee's survey.
 - b. Council member Poochigian would like to see the newspaper added to the next survey in the question regarding how people get their information.
 - c. City staff suggests having a location set up to see what citizens would come to our table to fill out the survey. Advertising that we are available in person for those to come and complete the survey.
 - d. Member Espinoza Martinez would like to know if we can refocus what the goal of the Public Opinion Survey is so that we can center our agenda again for the members of the City Council.

- i. Members who have served in the past discuss some of their recollection of what the original intent was for the CAC and the Public Opinion Survey.
- ii. Chair informs the committee that the survey has been something that the city has performed since the 70's, and how the focus has evolved.

6. 2021 Public Opinion Survey Ideas/Goal Setting

- a. Members discuss the availability of internet access to the community. Chair discusses that during the distance learning research for Visalia School District identified that a number of areas in town do not have internet. Members discuss how important it is to have an online impact.
- b. Member Calhoun suggests having the Public Opinion Survey reflect something more closely resembling the US Census. Additionally, the committee could get a larger response by targeting specific groups that meet within the city (ie: seniors).
- c. Member Ruiz makes a suggestion to have it posted as a public announcement and survey for city residents who pay their waste bill online. It can pop up before they pay their bill.
- d. Member Espinoza Martinez would like to see the community educated on our mission and why they should be taking the survey. Members discuss how we can achieve this goal and spread the usefulness of taking the survey. Chair discusses having the council get involved in pushing their district to take the survey.
- e. Member Ruiz suggests having the city advertise for the Public Opinion Survey and promote it throughout the city the way Measure N has been advertised.
- f. Member Espinoza Martinez suggests a gift card giveaway/raffle to help promote the survey.
- g. Goals
 - i. 1500 surveys taken
 - ii. Use of social media groups to help promote the survey and increase results.
 - 1. Member Espinoza Martinez will start looking into social media users, groups, who could help promote the survey.
 - iii. Use captive audiences to promote the survey. Members can attend meetings of groups and classes where students are already interested in politics. Member Bruce suggests going to other committees and having them fill out surveys.
 - iv. Realign the goal and mission statement of the Public Opinion Survey for the committee.
 - v. Start communication with the council about new questions.
- h. Sub-Committee will get together to work toward some of the goals and present it at the next meeting.

7. **Items for future agenda consideration.**
 - a. 2021 Public Opinion Survey presentation from Sub-Committee
 - b. Non-Profit Sub-Committee update

8. **Meeting adjourned at 6:55pm moved by Chair Rosales**