

MINUTES
CITY OF DELANO
Spirit of Community Commission
Tuesday, December 11, 2018
7:00 PM

1. Call to Order

The meeting was call to order by Ted May at 7:13 p.m.

Members present: Al Briesmeister, Tammy Frommelt, Dale Graunke, Sarah Grosshuesch, Joe Kittok, Ted May, Becky Schaust, Matt Schoen

Liaison: Madison Hagenau, Nick Neaton

Guests: None

2. Approval of Minutes

On a motion by Dale and seconded by Sarah, the commission voted unanimously to approve the October meeting minutes.

On a motion by Sarah and seconded by Al, the commission voted unanimously to approve the November minutes.

3. Additions to the Agenda

4. Focus groups

A. City visibility

1. Progress of community relations document

Nick and Madison shared a tri-fold brochure that they had created for this concept. Commission members offered recommendations, including action photos; emotional narratives; a blend of qualitative and quantitative storytelling; etc. The brochure will include a QR code, linked to a potential video produced by Sherburne Wright Cable Commission.

2. Report on Old-Fashioned Christmas booth

Volunteers reported good interactions with the public, many of whom were attending the event for the first time. The booth collected more than 100 registrations for the poinsettia drawings. Approximately 20 of these registrants indicated they were interested in volunteering. Dale suggested that the cities along Highway 12 cross-promote each other's Christmas events.

B. Strategic roadmap: Discuss progress on future gatherings, including "Facebook for groups 101" and "Evaluating your program's impact"

The first is a “Facebook for Groups 101” course led by Amy Johnson. This class would cover the basics, from setting up a Facebook page; to generating ‘likes’; to creating and advertising events; and telling a story. The second possibility is an evaluation-oriented course for groups to understand how to measure their impact. Nick has been talking with University of Minnesota Extension about their services in this area. Sarah suggested also talking with the Initiative Foundation.

5. Review of mission, vision, and values language

City-council members and staff will meet in late January or early February to create new values statements for the City. The SOCC will make recommendations for the existing values statements that can be shared with the council and staff members. Sarah, Nick, Ted, and Madison will meet soon to discuss this project and have recommendations ready for SOCC review at the January meeting.

6. Development of Commission brand

Al said Ray Cordes’s art students most likely would not have enough time to participate in a branding project. However, John Fitzer, a Delano high-school Spanish teacher, showed interest in the idea. Fitzer’s students may be willing to create a brand for the SOCC. Al will follow up with more information.

7. Other Business

Dale mentioned the Delano Lions Club and the City are planning a May 15 appreciation event for police and other emergency workers. He will share more information about this as the event approaches.

8. Adjournment

On a motion by Becky and seconded by Sarah, the meeting was adjourned at 8:16 p.m.

Next meeting: Tuesday, January 8, 7:00 p.m. at Delano City Hall.