



CITY OF WORCESTER

CITIZEN ADVISORY COUNCIL

MINUTES

CITIZEN ADVISORY COUNCIL MEETING

Monday, January 12, 2015 6:00 PM

Worcester Senior Center, 128 Providence Street

Present: District 5, Steve Genduso, Chairperson
District 1, Coreen Gaffney
District 1, Richard Trifone
District 4, Jesse Gibson
District 4, Theodore Kostas
District 5, Douglas Hannam
At-Large, Talena Ngo

Excused: District 3, Tina Baxter

Absent: District 3, Wilberto Soto

Staff: Jeannie Michelson, City Manager's Office
Pamela Callahan, Human Resources Office

1. Steve called the meeting to order at 6:00pm.
2. Steve formally introduced the newest member to the CAC, Talena Ngo.
3. Steve asked if anyone had questions about the minutes from December 2, 2014.
4. It was motioned to approve the minutes. Minutes were approved.
5. Cable Services – Video Style
 - a. After discussion, it was determined that the CAC would like to have Cable Services create individual PSA's from each board. The PSA would include all the members of the board including the chairperson.
 - b. The individual PSA's could be used to highlight a "board of the month" or work into a theme, such as "Hero in your community"
6. Windshield flyer: Coreen will work on this and have it ready for the February meeting.
7. April 29th Function – task list
 - a. Event Logistics:
 - i. Name of Event: "Boards, Commissions and You...Informational Fair"
 - ii. Event is booked in the Saxe Room of the WPL from 6pm – 8pm
 - iii. Event will be open house style – little/no formalities
 - iv. City Manager and Mayor will be asked to speak if they wish.
 - v. Tables around edges, refreshments located amongst the tables
 - vi. Jeannie to create table/wall signs designating each board.
 - vii. Jeannie to encourage boards to utilize fliers and/or posters to promote their board.
 - viii. Jeannie will check with Cable Services about using either the new videos to be created or past videos to run in the background during the Fair.

- b. Marketing:
 - i. Coreen will draft the invitations for City Manager, Mayor, Staff liaisons, and board members as well as to the public.
 - ii. Jeannie will distribute letters to appropriate departments and follow up to make sure someone is there to represent each board and commission.
 - iii. Coreen will draft flier for distribution – ready for February meeting
 - iv. Each CAC member will distribute flier within their own district.
 - v. Jeannie to create an event on facebook.
- 8. Refreshments:
 - a. We have NO budget for refreshments.
 - i. Cookies – Steve and Ted
 - ii. Mini waters – Rich
 - iii. Napkins – Coreen
 - iv. Mini desert item - Coreen
- 9. Interview:
 - a. Ahmed Ahmed Cable: 7 – 0
- 10. Outreach Opportunities:
 - a. Vietnamese New Year on Sunday, February 8, 2015 from 11am – 1pm at Chandler Magnet: Talena, Steve and Doug agreed to attend. Talena arranged for a table set up near the facepainting and calligraphy stations.
 - b. City of Worcester Opportunities Fair on Tuesday, February 24, 2015 from 5pm – 7pm, Saxe Room WPL: Steve and Doug agreed to attend. Coreen will try to be there.
- 11. Smart Goals Update:
 - a. NAACP: Tabled item due to Wilberto absence
 - b. Workforce Development volunteer fair schedule: Table item due to Wilberto absence.
 - c. Faith-based organizations: Jesse will try to have update at next meeting.
- 12. The next meeting is a business meeting on February 10, 2015 at the City Hall, Levi Lincoln Jr. Chambers, 3rd Floor.
- 13. Meeting was adjourned at 7:12pm

/jmm

Approved: 2/10/15