



**CITY OF WORCESTER**  
**CITIZEN ADVISORY COUNCIL**  
**MINUTES**

**CITIZEN ADVISORY COUNCIL MEETING**

**Monday, October 21, 2019 6:30 PM - Esther Howland Chambers, 3<sup>rd</sup> Floor, City Hall**

Present: District 1, Martin Shanahan, Chairperson  
District 4, Jesse Gibson, Vice Chairperson  
District 1, Gerardo Schiano  
District 2, Raymond Smith, II  
District 2, Rachel Brown  
District 4, Benetta Kuffour  
District 5, Carol Stovall

Excused: District 3, Ken Asafo-Adjei

Absent: District 3, Davis Asare  
District 5, Abigail Favreault

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

1. Marty called the meeting to order at 6:32pm.
2. Marty asked if anyone had questions or comments about the minutes from 9/26/19.
3. Rachel motioned to accept the minutes from 9/26/19 and Jesse 2<sup>nd</sup> the motion. All were in favor. Minutes of 9/26/19 were approved.
4. SMART Goals:
  - a. College Letter:
    - i. Marty suggested that the letter be sent out in the next couple of weeks anticipating meetings would take place during the Spring 2020 Semester.
    - ii. Marty will reach out to each contact once the letters are mailed to let them know that we want to outreach to both, students and faculty at one event for individuals that live in Worcester.
    - iii. The date on the letter will be updated to Spring 2020.
    - iv. It was clarified that presentations would include PowerPoint and talking points already prepared by Jeannie and Pam.
  - b. Letter to Religious Organizations:
    - i. Jesse to talk to someone to get a full list of religious organizations.
    - ii. Benetta thinks someone should call Elder Vance and/or Rev. Talley directly so it is a more personal approach.
    - iii. Gerardo said he thinks the letter should be more direct by requesting a meeting with the contact and then schedule a time for a CAC person to go to them to speak to a group.
  - c. Opportunities:

- i. City Opportunities Fair
  1. Opportunities Fair:
    - a. Pam announced that they are hosting an opportunities fair at the Senior Center in November.
      - i. Tentative dates are Wed. November 13<sup>th</sup> from 5:30 to 7pm and Sat. November 16<sup>th</sup> from 10-12pm.
      - ii. Rachel is available on 11/16 but not 11/13.
      - iii. Carol is available on 11/13 but not on 11/16.
      - iv. As soon as the dates are confirmed, the CAC will be informed.
    2. Other Opportunities:
      - a. Rachel suggested talking to Jayna about the list of events she has so we can attend some of those.
      - b. Rachel asked if we are still scrolling messages on the cable access channel
      - c. Benetta wants to explore planning a volunteer event during National Volunteer month in April 2020.
        - i. Pam suggested that the CAC think about what they want to do and that it be discussed further at the next business meeting.
      - d. Marty asked about the procedure to promote on radio/tv shows.
        - i. Pam said that radio/tv need to be arranged through our marketing/communications person.
        - ii. Pam clarified that it is okay to host/plan events without consultation or approval from the marketing person.
      - e. Carol suggested including a postcard in with some other mailing that the city sends out.
        - i. Rachel indicated that a mailing just to tax payers would exclude anyone that is not a homeowner.
      - f. Benetta discussed sharing information on personal social media pages.
        - i. Marty asked if it needed to go through the marketing person or the law department if members of the CAC post “on behalf of the City”
    3. Training:
      - a. Jeannie explained that the CAC requested a training similar to the one the Law Department held for them previously and provided a list of dates in January in which there is a room and staff available.
        - i. Several CAC members indicated that they are available for any of the dates suggested.
        - ii. It was clarified that the January training would be considered the January meeting.
        - iii. Gerardo motioned that the training be held on January 22, 2019. Marty 2<sup>nd</sup> the motion.

- iv. Rachel suggested that the December meeting be a selection meeting since the January meeting was going to be reserved for training.
  - v. Rachel wants answers from the Law Department relative to the voter registration requirement and would like the answers by the December meeting.
- 5. The next meeting is a selection meeting on **Thursday, November 14, 2019 at 6:30pm** in the Esther Howland Chambers, 3<sup>rd</sup> Floor, City Hall.
- 6. Motion was made to adjourn. Motion was 2<sup>nd</sup> and meeting was adjourned at 7:23pm

/jmm

Minutes Approved: 11/14/19 Vote: 9 - 0