

1 CITY OF COLLEGE PARK  
2 MAYOR AND CITY COUNCIL  
3 WORKSHOP SESSION  
4 FEBRUARY 20, 2023

5  
6 MINUTES  
7  
8

9 Present: Mayor Bianca Motley Broom; Councilmen Ambrose Clay, Joe Carn, Ken Allen  
10 and Roderick Gay; Interim City Manager Jackson Myers; City Attorney Winston  
11 Denmark; City Clerk Shavala Ames

12 Absent: None

13 Mayor Motley Broom called the workshop session to order at 5:02 p.m.

14 [Councilman Carn was not present at the beginning of the meeting]

15 **ACTION:** Councilman Clay moved to take up executive session to discuss personnel,  
16 litigation and cyber security at 5:02 p.m., seconded by Councilman Allen and  
17 motion carried. (voted by those present).  
18

19 The workshop session reconvened at 6:04 p.m.

20 Mayor Motley Broom: Good evening, it is 6:04 p.m. We have a full quorum and ready to begin  
21 our workshop session. And we have two items on the agenda and then the consent agenda  
22 discussion.

23 Our first item is a presentation on the Embrace Civility Initiative that the Georgia Municipal  
24 Association has started and that will be conducted by none other than Freddie Broome, with the  
25 'E' from GMA. So, Mr. Broome, good to see you this evening. The floor is yours.

26  
27 **1. Presentation on the Embrace Civility Initiative from Freddie Broome with the Georgia**  
28 **Municipal Association.**  
29

30 GMA REPRESENTATIVE FREDDIE BROOME: Good to see you as well. Thank you, Mayor  
31 and Councilmen for inviting GMA in today to speak about our new initiative, which is called our  
32 Embrace Civility Initiative. Embrace Civility is a new initiative that we started that is part of our  
33 overall embrace program. And so tonight I want to speak briefly about that. And you can see I  
34 have the slide up where it talks about human conversations. And I always like presenting and  
35 talking about that first, because it's so important to have--  
36

37 MAYOR MOTLEY BROOM: Mr. Broome, I'm sorry to interrupt you. Could you get a little bit  
38 closer to the microphone?  
39

40 MR. BROOME: I'm sorry.

41  
42 MAYOR MOTLEY BROOM: Thank you.  
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44 MR. BROOME: Can you hear now a little better?  
45  
46 MAYOR MOTLEY BROOM: I think that -- yes that is better. Thank you.  
47  
48 MR. BROOME: Sorry about that. So we're excited to be here to talk about how our new  
49 Embrace Civility Program which is part of our GMA Embrace program. And Embrace Civility  
50 is really about getting our elected officials to come together to understand the importance of  
51 being civil towards one another.  
52  
53 And so, I have up here a slide that I always like sharing at the beginning of all my presentations  
54 when we're talking about civility, its importance of it starts with conversations, you know. And  
55 the importance of having those conversations when we're talking about bringing about change,  
56 personal change, organizational change, community change, those changes start with  
57 conversations. So, we're here to get our elected officials to have conversations about why it's so  
58 important to be civil towards one another so you can do the work that you're elected to do. So I  
59 have a message from our CEO/President Larry Hanson, whose going talk a bit about our  
60 Embrace Civility program.  
61  
62 CITY CLERK: It won't play. I'm sorry.  
63  
64 MR. BROOME: Well, the video is really is--  
65  
66 MAYOR MOTLEY BROOM: I think it might.  
67  
68 (Whereupon a video was played)  
69  
70 MR. HANSON [ON SCREEN]: Hello, I'm Larry Hanson, CEO and Executive Director of the  
71 Georgia Municipal Association. We at GMA are launching a new initiative focused on civility.  
72 We are calling it Embrace Civility. A 2019 survey revealed that over 90 percent of Americans  
73 believe that incivility is a problem, with nearly 79 percent identifying it as a major problem. In  
74 recent years, there have been too many instances around the country where interactions between  
75 and among elected officials, the public, and in general have degenerated into attacks, threats, and  
76 abuse.  
77  
78 Cities need a plan to counteract the growing polarization and challenges caused by incivility.  
79 We believe that cities have a great platform to model open and free and vigorous debate while  
80 maintaining the highest standards of civility, honesty, and mutual respect. While it's  
81 understandable that many are passionate about their thoughts and ideas, and we fully support the  
82 right of self-expression and robust debate, we can demonstrate in our public meetings how it's  
83 possible to disagree, but not be disagreeable. In fact, this should be the expected standard. Civil  
84 behavior and speech are critically important to a healthy, functional, and respectful society. For  
85 public service to be effective, there must be an atmosphere of respect and tolerance and a  
86 commitment to a healthy public exchange of diverse ideas and viewpoints.

87  
88 Our Embrace Civility program will equip cities with resources to create more civility in their  
89 meetings and among the residents and meeting attendees.

90  
91 Civility is more than just politeness; it's about disagreeing without disrespect. Seeking common  
92 ground is a starting point for dialogue about differences listening past one's preconceptions and  
93 teaching others to do the same. You see, civility is the hard work of staying present even with  
94 those with whom we disagree. We have prepared a model resolution that will encourage Georgia  
95 cities to consider adopting it and posting in a prominent place on their meeting agenda. The  
96 pledge is one that's intended to guide elected bodies, staff, and citizens as to how they engage  
97 with each other. We prepared some very professional resources for cities to utilize and we're  
98 excited to make a difference in this important area. GMA will also be launching a web page with  
99 resources on civility. Visit [gacities.com/civility](http://gacities.com/civility) to learn more about civility in Georgia cities.

100  
101 MR. BROOME: And that message, as I mentioned earlier, was from Larry Hanson, our CEO and  
102 Executive Director of GMA. And so, Larry talked about what is civility and he also talked about  
103 why civility matters. But he mentioned in the video how we can be more civil. And that's what  
104 the pledge is about, is accepting the pledge amongst each other to say that when we work  
105 together, we're going to work together in a civil way. There are nine pillars that we came up with  
106 and you have a card that we handed out to really kind of tell you what the pillars are. You know,  
107 just being considerate of others' opinions. Manage your emotions. A silent voice is not always a  
108 weak voice. Be kind, you know, that's so important now to be kind to one another. To actively  
109 listen, you know, to seek first to understand and then be understood.

110  
111 Think about the impact of our actions and our behaviors and not the intent. Because a lot of  
112 times we can have great intentions, but our intentions can result in having negative  
113 consequences. So we tell everyone if you think about the impact before you say something or do  
114 something, then you probably won't do something that could be offensive to someone else.  
115 Understanding that, you know, ask questions to learn. And remember "QTIP". A lot of time  
116 this is something I came up with that share a lot of the acronym, Q T I P, and I don't hand them  
117 out to tell people to clean out your ears so you can hear what I have to say. I hand them out to tell  
118 people that we can't always take everything personal. As a reminder Q T I P means quit taking it  
119 personal because a lot of time when we take things personal, we act off of our emotions. And  
120 then at that point, enables us to be able to come together and have the conversations we need to  
121 have to be civil towards one another.

122  
123 And then we talked about having empathy, you know, making sure everyone understands that,  
124 you know, it's okay to agree to disagree, you know. But remember that just because you have not  
125 experienced it does not mean someone has not experienced it or is not experiencing it. And so,  
126 having empathy is allowing yourself to open up your heart, open up your mind to be cognizant of  
127 although, I haven't experienced this, it still doesn't mean it's nonexistent. So maybe I can take  
128 time to listen and understand what this person is talking about so we can find ways to come to a  
129 common ground to find ways to resolve the situation. And that's what the nine civility pledges is  
130 talking about. And the pledge itself is just a pledge that you pledge to each other, you know.  
131 GMA doesn't come in and say, okay, you're not being civil no more so you're no longer civil. It's  
132 really holding yourselves accountable, you know, each other accountable. Saying, we're taking

133 this pledge; that we're going to work together. We're going to be civil towards one another,  
134 towards our interaction with the community. And as a whole, this is what's going to make us a  
135 city of civility.

136  
137 And as I mentioned, we already have a sample resolutions that you can use. As of today, we just  
138 started this initiative three weeks ago. And as of today, we have 15 cities that's already been  
139 designated as a city of civility. And I leave today and I drive down to Cordele in South Georgia  
140 and I present to their council because they have on their agenda to pledge as well. We anticipate  
141 by the end of this month and by early next month that we'll have even more cities that will be  
142 taking the pledge to embrace civility and become one of our next cities of civility. And it's a  
143 simple process. You just take the pledge amongst each other, be committed to one another, be  
144 committed to the pledge, and hold each other accountable. You adopt a resolution. Once you  
145 adopt a resolution, you email it to us at gcs@gacities.com. Kay Love and I will look over it. We  
146 make sure you didn't change all the words in the sample resolution we give you, because we are  
147 seeing that happens sometimes, not a lot. But making sure that you're not really changing the  
148 pledge.

149  
150 Then once we approve it, we'll send you an email and we will congratulate you on being a city of  
151 civility and joining cities across the state of Georgia as everyone is taking this pledge to become  
152 a city of civility. And now, I will open up and see if you have any questions for me.

153  
154 MAYOR MOTLEY BROOM: Thank you, Mr. Broome. And I believe it is our agenda tonight  
155 to consider being your 16th city. So we'll start with Councilman Clay.

156  
157 COUNCILMAN CLAY: Well, I don't have so much a question, it's just observation. I remember  
158 when I was working in industry and we had the opposite problem. We had too much agreement  
159 on staff, at least the staff that reported to me. And I finally said, look, guys, we haven't agreed on  
160 a lot of things when we were all at the director level. There's absolutely no reason why we  
161 should agree on, with everything now and we need to have a dialogue. You get the best  
162 decisions when you have a variety of people of lots of different viewpoints. And if you are so  
163 locked in on your viewpoint that you don't even listen to the other person, let alone being uncivil,  
164 you're not going to get the best decision. So it's not just a matter of decorum and looking good  
165 and what have you, it's actually generating better decisions. Because sometimes, somebody that  
166 you disagree with, if you listen carefully, you'll get an idea that, well, maybe if I try this  
167 modification of what I'm thinking along their lines, you can come up with something; it's a better  
168 decision. So we all win. But you gotta take the personality out of things as much as possible and  
169 God knows we can do a better job of that. That's just my observation.

170  
171 MAYOR MOTLEY BROOM: Thank you, sir. Councilman Carn?

172  
173 COUNCILMAN CARN: First, I appreciate you coming up. It's a big issue and I think we do  
174 better than some cities. I won't call any city names, but we do better than some of our neighbors.  
175 Some of our neighbors have improved over the years/ I know one neighbor, 10 years ago wasn't  
176 a good look. And I've always said it up here and I constantly said it just about every couple of  
177 months, you know, how we present ourselves to the community is important. Part of why they  
178 elect you is the type of representation they're expecting. So it's a big issue. But like Ambrose

179 said, if we're all agreeing, you know, on everything up here, something would probably be  
180 wrong. But 80 percent of the time, we generally are on the same page with most of the items that  
181 we're discussing up here. It's that 20 percent where it gets contentious. Looking at your piece  
182 here, the first page here, you know, it says our collective decisions will be better when differing  
183 views have had the opportunity to be fully vetted and considered. That's a big part of the problem  
184 up here. The opportunity for the views to be fully vetted and considered is stifled. I'm going to  
185 say it again. That's a big part of the problem. One of the most important parts of human  
186 communication is the need to be heard and understood and acknowledged to be heard. But if  
187 that's stopped, then civility, it makes it a whole lot harder. That's a basic tenet of communication.  
188 The core need to be heard and recognized and that's stifled up here. And anybody can you tell  
189 how important that it is if you ever been married, I can tell you right now, everybody that's  
190 married understands how important that is. The other thing that your guy Larry Hanson said, I  
191 was reading here, a leader set an expectation that vigorous debate and vetting of ideas can be  
192 respectful and productive. The problem is these meetings have been led in a manner that do  
193 actually the opposite.

194  
195 There are too many attempts up here to stifle, cut off, stop, interrupt, and limit the amount of  
196 vigorous debate. And that's done just about every meeting very subtly as much as possible. So  
197 it's hard if someone if someone can express themselves fine without any issues, but then there's a  
198 different set of rules for someone else that wants to express themselves and they can't. So if it  
199 was a one size fits all situation when you're talking about civility, then you need to do things a  
200 little better, obviously. But if there are two different sets of rules, somebody's going to get  
201 frustrated, which is going to be understandable. So we do have some challenges. And, again,  
202 even looking at the resolution, which I'm in support of, but robust debate and the right to self-  
203 expression which is in the top three lines of this thing, that's what we don't have up here enough.  
204 We got it for some of us up here, but not for everyone. And if you don't have equity and  
205 communication, you're not going to have great civility all the time, so it's a big issue up here. I'm  
206 the type of person, I don't take stuff too personally or whatever have you. I've been up here for a  
207 long time and we go backwards and forwards and whatnot, and things get heated sometimes.  
208 But the best decisions that we've come to, and Ambrose and I have been on up here the longest,  
209 have been after we go back and forth and we come up to a happy medium or we come up with  
210 something that we would not have thought of had we not had the time to really round robin it and  
211 delve into it.

212  
213 But that's stifled up here. There's some up here that want to limit the conversation as much as  
214 possible so that we can't come to good decisions. And that's no good for the city. There's also an  
215 issue of just some people that don't care for other people, per se. I mean, that happens with all  
216 councils. That happens with attorneys, medical boards, and every other kind of meeting  
217 situations. But I think we've got to understand where things cannot be so fractioned. I represent a  
218 particular district. I have represented this entire city as commissioner. Do I have a different  
219 understanding than some of the other council members? Not necessarily. But what's important  
220 over in Ward 3 is just as important to me. And what's going on in Ward 4 is just as important.  
221 And what's going on in Ward 1 is just as important. And my thing has always been, if it's an  
222 issue over there, well, it's your issue, it's your area, I extend Ward courtesy most of the time with  
223 stuff like this. But when you're trying to explain yourself and talk and sometimes someone is  
224 dead set against no matter what you're saying in terms of not wanting to hear you. A good friend

225 of mine, Reverend Albert, he told me once, he said, Joe, never waste your time trying to explain  
226 yourself to a person who is committed to misunderstanding you.

227  
228 Now, being an elected official, I still have to try to explain myself regardless. So it doesn't apply  
229 to when you're an elected official because, you know, you go to neighborhood meetings and  
230 sometimes you get the business and they read you the riot act sometimes. But up here, we should  
231 be able to conduct ourselves a little bit better. But it's hard to do it when there's a different set of  
232 unspoken guidelines for different people. So I'll just leave it at that. I am in support of this  
233 resolution, though, and I do want us to do better. And I'm going to commit to doing better as well  
234 because, Lord knows, I'm not perfect.

235  
236 MAYOR MOTLEY BROOM: Thank you, sir. Councilman Allen?

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238 COUNCILMAN ALLEN: Thank you very much for coming. This is great to hear. We hear it  
239 from time to time, you know, it start with us. But as a city, it starts with Mayor, Council, and  
240 Department Heads. But everybody ought to be doing the same thing. They ought to be listening.  
241 I've heard both councilman talking about listening. You need to listen. You need to let the person  
242 express their views. But you need to respect them as well. And that not only goes for the city and  
243 the council but, you know, it goes for your family. I mean, your kids will say something and you  
244 jump at them right quick and you think, oh, gosh, you know, I'm not even listening to them. So  
245 in our everyday life with neighbors, with family, you know, we all ought to be doing this. And,  
246 you know, we just need constant reminders to say, hey, listen to what everybody is saying and let  
247 them express their views, explain differences, agree to disagree and continue on. I know my wife  
248 tells me I'm wrong all the time. But you know, you listen and you go through things. And she's  
249 right 90 percent of the time, so

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251 MAYOR MOTLEY BROOM: Councilman Allen, that's on the record.

252  
253 COUNCILMAN ALLEN: Well, she's not listening, so that's okay. But, you know, you need to  
254 listen and you need to work through these things. So, again, thank you very much for reminding  
255 I think this is something that we need as Mayor and Council and Department Heads, but for  
256 everybody in this city. Thank you very much.

257  
258 MAYOR MOTLEY BROOM: Thank you. Councilman Gay?

259  
260 COUNCILMAN GAY: Well, as well, thank you for your time. I think it's good that you bring  
261 these values, not just for us on the council, but these are just good values that, you know, we can  
262 all adopt in just our everyday life. I will echo that, you know, if you look at all forms of  
263 government; local, county, but even on a federal level, I mean, I think from what we're seeing on  
264 a federal level, this is quite mild. I was just watching the presidential speech and I was watching  
265 the lady in the back and all of them hollering at the man. You look at Russia, I mean, the guy is  
266 killing people for his beliefs. I mean, if you just look around and if you just watch the news. I  
267 mean, you got people killing each other because they're not respected. But to be more profound  
268 with it, sometimes what you see or hear from us is not us trying to sit high and look low at y'all  
269 or be called a councilman. We're here for a reason, at least, I am, and that is to fight for  
270 resources for citizens who pay our salaries. And, you know, it's hard for a person to be -- you

271 know, we got a thing in our community called nice nasty. I rather be real and fight for resources  
272 for people who -- you know, you got men waking up in the morning ain't got \$20 in their pocket  
273 and they live in a city with a \$140,000,000 budget. You got people that went to college. Moms  
274 and dads got student loans and their children can't even get contracts with us. So our tones, our  
275 voices, it's not just us acting out and not knowing about the ABC's of values. That's probably the  
276 least we can do is be a little bit loud every now and then.

277  
278 MAYOR MOTLEY BROOM: Mr. Broome, I sincerely appreciate your time. Are there any  
279 other questions?

280  
281 COUNCILMAN CARN: One other comment I wanted to make. We definitely got to work on  
282 doing better. I was looking at your pillars of civility here. One of them here, ask questions to  
283 learn. We ask a lot of questions up here. And a lot of times some of us don't want too many  
284 questions, I'll be frank, being asked. And there have been times, a lot of times, when someone  
285 would try to stifle the questioning, slow it down, interrupt it, curtail it, whatever, have you. So if  
286 someone is asking, let's say, a department head a question, I don't think it makes sense for one of  
287 us to jump in and answer the question on behalf of the department head. We pay these  
288 department heads as foremost experts in the particular department that they're in. But it's hard to  
289 get the answer to your question when someone up here knows it all and answers it before the  
290 department heads can open their mouths.

291  
292 You can never get to solutions like that if department heads are being coached from this bench.  
293 And there's only one of us up here that does that. But, hopefully, with this pledge, maybe we can  
294 do better. I certainly hope we can because it's hard to get my questions answered if they can't  
295 answer because someone up here is answering on their behalf. So there are lots of issues that we  
296 have, but it takes civility. It takes understanding how we're going to be proceeding. And  
297 changing the rules midstream or calling an audible when we have a set of guidelines, you're not  
298 going to get civility you're looking for, so it's a real issue.

299  
300 MAYOR MOTLEY BROOM: Mr. Broome, I think that this is sorely needed, not only in College  
301 Park, but across the State. I'm grateful for GMA for engaging in this initiative. I know that it  
302 had stemmed from work in South Carolina and they saw a real improvement in civility in local  
303 government. And I think that we're in a space where we can set the bar. And I truly appreciate  
304 GMA's efforts to help gets us there. So thank you so much for coming. We appreciate it. Have  
305 a great evening.

306  
307 MR. BROOME: Thank you. Have a good night.

308  
309 **2. Communications Overview and Strategic Plan.**

310  
311 MS. JAMESIA HARRISON: Good evening, Mayor and Council. Of course, I am Jamesia  
312 Harrison and I have the privilege of serving as a communication director here for the great city  
313 of College Park. And so, this evening, I just wanted to give you an overview of some things that  
314 we've done in the last several months as well as a snapshot of our strategic plan and where we  
315 would like to see this department go. Also, I do have Mandy here from Hemsworth  
316 Communications and she's going to give a little bit of an overview of some things we have

317 already accomplished in a little bit of time that they have been on board. So, of course, I'm  
318 going to start with some communications update from our social medial website, as well as PR,  
319 and Channel 23. I won't read all of them because you have them. They are bulleted, but I will  
320 highlight a couple of them. So as far as our social media goes, we have incorporated a -- social  
321 media facelift that has included branded highlights and a Linktree to be able to access commonly  
322 used sites directly from our social media page. You're able to hover over that QR code and it will  
323 take you directly to the Linktree. And there from the Linktree, you will see the first thing listed  
324 is to be able to sign up for our College Park Connects newsletter, as well as website and some  
325 other websites such as the GICC, golf course, and those things.

326  
327 We have also created the code red and information graphics that display during the council  
328 meetings, during workshop, as well, to give our viewers easy access to sign up for code red if  
329 they're not already, as well as follow us on social media and see all of the awesome things that  
330 we have going on. Something we're really proud of, of course, we produced the first installment  
331 of Ward by Ward, which got a lot of really great engagement and feedback and we are currently  
332 working on the second installment of Ward by Ward. As far as our social media audience, we  
333 have a little over 3,000 on our Facebook page, a little over 2,000 on Instagram, and we have just  
334 around about 800 people as far as our YouTube subscribers. As far as the website goes, of  
335 course, we are continually updating that to include the alerts, what's new, things that are on our  
336 calendars. So that the citizens can prepare for upcoming events. We have also updated our  
337 branding style guide to bring continuity to the city's marketing and public relations. So we  
338 created the College Park Connects newsletter in collaboration with the recreation department  
339 which is something we are really proud of. And so, we have over 9,000 emails on that list. And  
340 our first College Park Connects Newsletter went out last month. I believe Shavala has a link for  
341 that.

342  
343 If you have not signed up for the newsletter, please feel free to go on and sign up. Hopefully, all  
344 of our department heads and staff are signed up as well. So they just know some of the awesome  
345 things that are going on here in College Park. Also, we created a digital form for the  
346 departmental communications request. We wanted to streamline that process a lot more so that  
347 we see what's coming in, what requests are being made, if they have been submitted in ample  
348 time for us to promote them adequately. So we have implemented that as well. As far as PR and  
349 Channel 23, we have officially brought on Hemsworth Communication as our PR firm, which is  
350 something we're really happy about. We streamed and filmed the Christmas parade live for the  
351 first time, which I think was really, really great, and we got a lot of really great feedback from  
352 that. Of course, also being and having the opportunity to partner with organizations and  
353 businesses like Amazon for their donation, as well as Senator Ossoff's office. And we have  
354 added the quarterly rotate staff highlights in the lobby, just to highlight some of our departments  
355 and what they do. So as the community is coming in and engaging, they can see the people that  
356 are behind the scenes making sure that things happen on a day-to-day basis.

357  
358 COUNCILMAN CARN: Jamesia, I'm sorry to interrupt, but do we have this in the packet  
359 because I don't see it?

360  
361 COUNCILMAN CLAY: It's in the electronic packet. I don't know about the paper packet.  
362

363 COUNCILMAN CARN: I don't know why I don't have it in here. It's like the second item; right?

364

365 COUNCILMAN ALLEN: In the workshop.

366

367 COUNCILMAN CARN: I don't know why I can't find it, but I don't have it here.

368

369 COUNCILMAN CLAY: It's out on the website too.

370

371 COUNCILMAN CARN: I'll follow along here.

372

373 MS. HARRISON: Awesome. And so at this time I'm going to have Mandy to come up and just  
374 kind of share some of the updates that we already have and that we've been working on with  
375 Hemsworth Communications.

376

377 MS. HOLMS: Hello, it's good to see you all again. I think some of this, we touched on the last  
378 time I was here. But we're really excited to work with you all in a more concentrated effort. I  
379 think the only standout item from this bullet list is that we've worked with the Atlanta Airport  
380 district since January of last year, so we are pretty familiar with the area, to put it lightly. And  
381 this is going to be your core account team. I'm the account supervisor. Lacey is based in South  
382 Carolina so she does come down at least once a month. But Ty, he is local. And then we are in  
383 the process of hiring another account coordinator to join the team focused on College Park. On  
384 our kickoff call, this is what we came back with as our core efforts to focus on and, of course,  
385 open to whatever you might have to add to this list. Just some highlights, of course, we want to  
386 generate positive earned media coverage and local, regional, and national media outlets.

387

388 Highlight College Park leadership through press opportunities and interviews, event participation  
389 and, of course, submitting you all for awards. One of the biggest items is to establish a clear  
390 communications crisis communication plan with consistent protocol in action on both reactive  
391 and proactive basis, which if you ever experienced a crisis, that's very important to have on hand.  
392 So that's our biggest focus in the next few months. And then, garner widespread awareness  
393 around signature destination events and businesses to drive buzz about College Park and ROI.  
394 The next page, we highlight some initial action items that we have completed and ones that are  
395 currently in process. As I mentioned, we had a kickoff call with Jamesia. We dropped it and  
396 distributed a news release announcing to Treasure your Roots. And that was finished earlier this  
397 month. We also created an action plan, which just outlines our efforts and serves as our agenda  
398 when we meet. And then we are working on the media alert to announce Hawthorne's Station.  
399 Hopefully, get some excitement buzz, media attending that grand opening ribbon cutting event.  
400 And then after the event, we hope to draft and distribute a news release announcing it as a  
401 successful event. Any time we can include photos that gets us some good media coverage. And  
402 then, of course, we are working on that crisis communications outline. We aim to have that  
403 completed this month, as well as press kit outline. So then from there we just want to give you  
404 an idea of what we're going to be working on in the next coming months.

405

406 For March, we anticipate to work on press release development and distribution for upcoming  
407 events, campaigns, and other initiatives and news. Target pitch outreach to key publications to  
408 build media relationships and spark interest in future stories. Having worked in the area already,

409 we do have some relationships, so that's a plus. And then, of course, that crisis communications  
410 plan is probably our number one item, and the press kit. And I know we're working on  
411 developing a media training plan. We are working internally on pricing that and we intend to get  
412 that over to you as soon as possible. Do you have questions for me specifically?

413  
414 MAYOR MOTLEY BROOM: We'll let you go through the whole thing and then we'll  
415 because I think there's a little bit more; right, Ms. Harrison?

416  
417 MS. HARRISON: Yes. Thank you, Mandy. All right. So moving on to our communications  
418 vision and strategic plan. So, of course, I wanted to highlight the vision statement for the  
419 communications department. And our vision is to have an experienced team of professionals  
420 that facilitate public access to information and heightens awareness of government services by  
421 operating as a full-service communications agency. So with that, we intend to have our  
422 professionals that have expertise in the network of creative, technical, administrative staff, that  
423 will focus on the areas of marketing and promotion, print, television, electronic media, media  
424 and public relations, community engagements and referral services.

425 .  
426 So a snapshot of the two-year strategic plan -- one of the first things on there is really, of course,  
427 and we know with the crisis that happened back in December, it is really at the top of our list,  
428 and that's to implement a crisis communications plan. And with that, we also want to implement  
429 biannual media training for Mayor and Council, for the City Manager, senior directors that may  
430 be put before the media from time to time, depending on the situation at hand. Also, the next  
431 thing on our list is we want to establish and implement citywide branding and marketing  
432 guidelines and provide communications training for employees. So what that looks like is  
433 making sure there is some consistency across all the departments. And that all of the  
434 departments understand the protocols of crisis situations. For example, if we have a crisis  
435 situation and the media calls, we want them to understand that they are not to give statements to  
436 the press, and what's the protocol for handling that.

437  
438 Also, because we do not currently have a graphic designer on hand, a lot of our departments are  
439 designing their own graphics. So we definitely want to offer some sort of training around graphic  
440 design made easy with Canva, Canva is an easy platform to use. So for those individuals that are  
441 creating graphics for their department, we want to make sure that we empower them to at least  
442 know the basics and to be able to create graphics that we can be proud to display. Also, capturing  
443 captivating content with your cell phone. Every last one of us has an outlet right there on our  
444 phone where we can capture photos. We can capture videos. And even if we had a  
445 communications department full of 20 people, we still would not be able to capture all of the  
446 amazing things that are happening in College Park. So we want to empower all of our employees  
447 on how to be able to capture some of that content, send it to the communications department, let  
448 us put our magic on it and put it out there; okay. And also, what it means to be a Brand  
449 Ambassador? Of course, anybody that is an employee of College Park represents College Park,  
450 they are an Ambassador. And so, we want to make sure that individuals understand what that  
451 means, what that looks like, how they should present themselves in the public and before all of  
452 our stakeholders, our community, and the media. The third thing on our strategic plan is to, of  
453 course, improve external and internal communications efforts. So one of those would come  
454 redesigning the website for simple navigation. This is something that IT and I, Mr. Hicks and I,

455 have talked about a couple of times, so we're definitely looking at what that would potentially  
456 look like for the city, so that we can make sure that we are up to date and also that our website is  
457 easy to navigate, so people can find the information that they need.

458  
459 Also, we want to implement an employee portal for sharing information. All of those relevant  
460 things that we're sending out via email, we would love to have one place where our employees  
461 can go to find out all of that relevant and up to date information. Also, another plan is to hire a  
462 communications auditing firm. This would allow us to really take a look at how people are  
463 consuming our content, how they are being informed, what demographics prefer to be informed  
464 and what sort of way, and just making sure that we have that consistent messaging, consistent  
465 branding, across the board. And, of course, they would also provide us with a report of all of  
466 their findings and also suggestions how we can improve our communications. And, lastly, with  
467 this one, utilizing the communications request form, as I mentioned earlier, it's just a streamline  
468 to make sure that we are capturing all the information that we need to capture. So as the  
469 communications department, we can make sure we get that information out in a timely manner,  
470 in a professional manner, and that we have some accountability across the board. And so looking  
471 at my project calendar over the next 30 days, definitely, we will be creating and distributing  
472 March's College Park Connects Newsletter.

473  
474 Of course, we will have all the departments using the communications request form, which all  
475 the departments have received, so we will be continuing to implement that. And for our 60-day  
476 plan, we are looking at completing the production of the next installment of Ward by Ward. So,  
477 hopefully, we've already got some dates on the calendar. Also, to begin the process of the  
478 communications crisis plan and to collaborate with information technology to determine the  
479 needs and functionality of a new city website. And at that 90-day projection, also looking at  
480 creating an RFP for communications audit, and to have that narrowed down with all of the  
481 details from at least two firms. And also, I just kind of wanted to reiterate, we are currently  
482 working on a pitch for city of College Park. And James is actually working on a promotional  
483 video for us now, and it's called College Park Connects. And, of course, we have the College  
484 Park Connects Newsletter.

485  
486 And so the pitch for College Park Connects is College Park Connects developers to  
487 opportunities. College Park connects travelers to the world. College Park Connects foodies to  
488 restaurants. College Park Connects entertainers to venues. College Park Connects teams to  
489 arenas. College Park Connects the community. So everyone communicates but few connect, and  
490 College Park is aiming to connect. So thank you. I'm open for questions or any feedback.

491  
492 MAYOR MOTLEY BROOM: Thank you, Ms. Harrison. We'll start with Councilman Clay.

493  
494 COUNCILMAN CLAY: Well, I've been impressed over the last couple of months with what has  
495 been happening; the communication, I think you're right on track. For a little period I was saying,  
496 wait a minute, I don't see anything happening. And there was a lot happening in the background  
497 and it's coming out over the past couple of months. And I like very much your plan. I did have a  
498 couple of questions. One is a little detailed. The Linktree, that is fantastic. I have my own  
499 website and it's dirt simple. I update it myself. I take care of it myself. But the Linktree is truly  
500 neat. When you go to the Linktree, you're using a browser?

501  
502 MS. HARRISON: Correct.  
503  
504 COUNCILMAN CLAY: Where do you go? Where does that actually the translation from the  
505 different menu items on the Linktree to the actual, wherever that is -- it could go to Facebook. It  
506 could go to a part of our website. Where is that translation taking place?  
507  
508 MS. HARRISON: Right. So Linktree is a platform that you use and you plug in all of the  
509 destination sites. So it's one platform which is Linktree.com, and from there, we are able to input  
510 all of those different browsers to where we want it to take people and we're able to connect it to  
511 our social media platforms that way.  
512  
513 COUNCILMAN CLAY: So it's a service platform?  
514  
515 MS. HARRISON: Correct.  
516  
517 COUNCILMAN CLAY: That we subscribe to that's provided by another company  
518  
519 MS. HARRISON: Correct.  
520  
521 COUNCILMAN CLAY: Called the Linktree?  
522  
523 MS. HARRISON: Correct; yes.  
524  
525 COUNCILMAN CLAY: That is really, really neat. If we can get people to use that, that would  
526 dramatically simplify finding information.  
527  
528 MS. HARRISON: Right.  
529  
530 COUNCILMAN CLAY: And I tested it. I checked out some of the links myself.  
531  
532 MS. HARRISON: I had no doubt that you would, Councilman Clay.  
533  
534 COUNCILMAN CLAY: You what?  
535  
536 MS. HARRISON: I had no doubt that you would.  
537  
538 COUNCILMAN CLAY: Okay. Another point I wanted to make is that we have been through  
539 of course, I've been on council for 15 years, so in all fairness, but we've been through website  
540 redesign, I don't know, two or three times. There's a lot of good things about the website, but  
541 there are inconsistencies in the way things are structured. For example, if you want to find the  
542 council minutes versus action items, versus agenda kind of things, and it's different between the  
543 work session and the regular council meeting, kind of thing. And when you hit your back button  
544 on your browser, you don't go back to the previous page, you jump back two pages; and things  
545 like this. I'm not trying to pick on these points or get answers to these, I'm just saying, it's little  
546 inconsistencies like that in the structure and the way of approaching the organization that I don't

547 think we have to throw out the baby with the bath water. In other words, I don't think we have to  
548 say, oh, let's scrap this whole site and go with somebody else's site and so forth. So that's  
549 another point I'm going to make. I think we can do a lot if we just have somebody go through  
550 and analyze the structure and, say, hey, we need to have these rules of consistency of how you  
551 drill down on things and so forth. And the last thing I wanted to mention was you talk about  
552 Canva. I don't use Canva, but it's another tool that we need to learn. Do we have it in house?

553

554 MS. HARRISON: So we have a couple of departments using Canva. I know recreation used  
555 Canva. We use Canva. And so, it's just a simple platform to be able to create graphics. It  
556 provides a lot of templates ahead of time so that you're able just to go in and tweak those  
557 templates according to the branding, add what logos you need to add so it's a lot easier. You're  
558 not building graphics from scratch.

559

560 COUNCILMAN CLAY: Is it an object-oriented kind of thing that you grab an object out of the  
561 sidebar and drag it in?

562

563 MS. HARRISON: You can, yes.

564

565 COUNCILMAN CLAY: So it's one level up certainly way up from writing HTML, but okay.

566

567 MS. HARRISON: Yes.

568

569 COUNCILMAN CLAY: All right. I think you're doing a great job. I think you're hitting the  
570 ground running now and I like everything I've heard. So let us know how we can help. If you  
571 need something from a tools standpoint or what have you, don't hesitate to bring it up. But I  
572 think you're going to find that we have out of date stuff on the website; that the real trick is  
573 somehow creating an environment where the individual departments in a controlled way can  
574 update their portion of the website and somebody monitors it. Somebody audits it to make sure it  
575 is not inconsistent, not falling behind and so forth.

576

577 I mean, keeping a website, God knows I know personally. I have a lot of pages on my website  
578 that are there for reference and I don't update them very often. But just keeping them up to date  
579 is a significant job. So you need to get that distributed and teach people how to do it in a  
580 coordinated manner. That's all I have.

581

582 MS. HARRISON: Thank you.

583

584 MAYOR MOTLEY BROOM: Thank you, sir. Councilman Carn?

585

586 COUNCILMAN CARN: Thanks Jamesia. So I've seen some improvements and I'm glad to see  
587 them. I do think we have a ways to go. But, I guess, the biggest issue I have is keeping  
588 everybody informed. Keeping the public informed, but also keeping us informed in terms of  
589 what's going on. The Linktree thing, it sounds good. I have no idea what it is. And maybe I'm  
590 the only one up here didn't get any notification that we have it or that it exists. But I didn't get  
591 anything from you about it, so tell me about it. This is the first I've heard of it. What is it and  
592 when did we implement it?

593  
594 MS. HARRISON: Right. So Linktree, again, is just a platform that you're able to click a link and  
595 it gives you access to all of our various websites. So we implemented it to our social media. I  
596 believe it was maybe back in November we implemented it to our social media. And so, if you  
597 are on our social media pages, you should be able go up to the bio and it says like Linktree, and  
598 you just click on that. And as soon as you click that link, it will list out all of our various  
599 websites that you can access directly from there.

600  
601 COUNCILMAN CARN: And it sounds good. But this is an example of keeping us informed. I  
602 got no notification from public information that we had this new thing. I've had community  
603 meetings and I would have been touting it just like, I guess, Ambrose is singing his praises, but  
604 we didn't know about it. Again, public information office keeping us informed. So it sounds like  
605 a great feature, but how can I let my residents know about it when I have my meetings if you  
606 didn't tell us. Speaking of residents, our email list, newsletter the big question I've had, and I  
607 think we've talked about this once before, maybe it was it might have been before you got here;  
608 I'm not sure.

609  
610 Who's on this list? 9,000 people, I see email addresses, I understand that. But who are we  
611 talking to? I understand and I saw one email list when we were doing the Kids Fest last year.  
612 And that email list had about 2800 emails on that one. I don't know if that was the same one as  
613 this one. If this one is 9,000 and that one was 2 or 3,000, maybe they were two different lists; I'm  
614 not sure. But our apartment communities, you know, we're 75 percent rental, multifamily. Do we  
615 have the email list from our apartment communities? So the 9,000 people that we're reaching,  
616 how many of our apartment complexes that their complete list is with you?

617  
618 MS. HARRISON: So I do have a list of the apartment complexes. I know I initially compiled  
619 that list a couple of months ago when a request was made, I think by you, to send it out to them.  
620 So I compiled that list then. As far as our mailing list for the College Park Connects Newsletter,  
621 we are not signing individuals up for that. They are opting in themselves. So, though, a lot of  
622 our emails, of course, came from the collaboration that we're doing with recreation. Recreation  
623 already had a large amount of emails from individuals that are utilizing their services. So we  
624 were able to take the emails that communications already had and the email addresses that  
625 recreation had and combine them to produce one newsletter, instead of constantly inundating our  
626 citizens with multiple newsletters, we decided to combine them. So to answer your question, yes,  
627 I do have a list of the apartments. I have not put their email addresses in because I want to give  
628 the option to opt into those emails.

629  
630 COUNCILMAN CARN: Well, that's one of the issues I think we have. A lot of people aren't  
631 going to opt in because they don't know about it, number one, if they're not aware of it. Just like,  
632 for example, we weren't aware of the Linktree. People have to know about it. You can't expect  
633 people to just jump on a website and go to it if they're not aware of things. You said you have a  
634 list of apartment complexes. Is that a list of the emails of the residents in the apartment  
635 complexes or just a list of the apartment complexes?

636  
637 MS. HARRISON: I have email addresses of the property managers or the managers of the  
638 apartment complexes, not individual residents; no, I do not have that.

639  
640 COUNCILMAN CARN: And that's, I think, what we need. Now, I know I've given you two  
641 email lists for a full apartment complexes. And, I guess, the point is, combining and gathering  
642 those lists and gathering them together is a smart idea. But the only problem is the vast majority  
643 of our residents, we don't communicate with them because they're multifamily and we don't have  
644 the apartment email list. There are a couple of ways you can do that. And we've talked about a  
645 few suggestions when you got in. One is, and I was hoping that we were doing this by now with  
646 customer service is -- and I guess the question -- City Manager, are we collecting email contacts  
647 for new residents when they connect to our utility services?  
648

649 MR. MYERS: I know that they use their telephones because a lot of people don't have them, but  
650 they have their telephone numbers which they can send those messages.  
651

652 COUNCILMAN CARN: Well, one thing I would suggest, because it's 2023, we are a very  
653 transient population. However, even our renters usually keep their email addresses, sometimes  
654 longer than they keep their physical addresses. So it would be wise when people come in and  
655 connect with the utility service, we need to get their email addresses. We want to establish a  
656 database for the people that we need to reach. And we're not in contact with the majority of our  
657 residents because we're mostly rental. We don't have the email list from our apartment  
658 complexes. Most managers, if you ask them, they'll be happy, they'll give it to you. If you were  
659 to ask if the police department would ask, they'd be happy to give it to you because they want  
660 you to contact them when something's going on. When we had these water issues in December  
661 over Christmas, we weren't able to reach a lot of our apartment community. And we want to be  
662 able to reach as many people as possible. So when I say, who are we talking to; the vast majority  
663 of the residents aren't getting this great information.  
664

665 We've got 20 or so large apartment complexes. What I suggest is that we gather an email list for  
666 all of them, that way we have it. When new customers come in to connect service, there are lot of  
667 fields when they plug in they are residents. There's a field that can be designated for email. It  
668 can be a suffix for an email address. And we need to get that email address. That we can put  
669 them in the database. And the folks that probably need the information the most who aren't  
670 getting it can get it. A company of other things. Are you familiar with our new resident welcome  
671 packet?  
672

673 MS. HARRISON: I am not familiar with it. I know that one goes out to new residents but, no,  
674 I'm not familiar with it.  
675

676 COUNCILMAN CARN: Well, whether it goes out to residents or not, it's a yes and no question,  
677 I guess. Well, obviously, you want to be familiar with it, being you're public information. Have  
678 you ever seen one of the packets?  
679

680 MS. HARRISON: I have not seen one of the packets.  
681

682 COUNCILMAN CARN: Well, I would suggest maybe you get familiar with the packet. But I  
683 can tell you a little bit about it. It's woefully outdated. And even the cover of it, it doesn't  
684 represent the city that we're trying to represent here. It's not very good looking. I don't know if

685 every single customer gets it or not. And in one sense, I'm kind of glad maybe every single  
686 resident isn't getting it yet because it's a little bit outdated. And it provides stuff with basic  
687 information, local information, MARTA, or so and so, different community services; if you're in  
688 need of something, or whatever have you. But a lot of things on the list and whatnot are  
689 outdated. Even companies that are no longer in business anymore are still on there, for instance.  
690 So when we talk about public information, you kind of want to make sure that -- I'm glad I  
691 mentioned it to you, because I didn't know that you weren't aware of it at all.

692  
693 But that's one thing that needs to be updated. And I'd like to find out, Jackson, if it is getting to  
694 residents when they come in or not? I don't think it is, but I don't know. I know the few  
695 residents that I welcomed that would come into some of our communities, they did not get that  
696 packet. So I've seen it available on the wall when you go into the customer service, you know  
697 that small room there to the side of the customer service windows, it's on the back wall of that.  
698 And I've seen like, you know, three or four copies up there. So it may be a voluntary thing. If  
699 you happen to go in there and you happen to turn around and look around and look on the wall,  
700 you might pick up one, but will you get a packet? The February 15th action plan, you have a  
701 copy of this action plan that was done on February. I guess that's today; right? I'm sorry, not  
702 today, but the 15th action plan.

703  
704 MS. HARRISON: The one that Hemsworth provided; Hemsworth Communications provided?  
705

706 COUNCILMAN CARN: It was your presentation. You did completed action plan on February  
707 15th. Is that the Hemsworth?  
708

709 MS. HARRISON: Yes, that's the agenda we completed with Hemsworth Communications.  
710

711 COUNCILMAN CARN: All right. Ambrose spoke on the website issues. The easier navigation,  
712 that's something that is needed but that's not the only issue. It's pretty outdated with a lot of the  
713 information on there. The other thing I see is a trend here where customer service, in general,  
714 everything is pushing towards not talking to residents or avoiding them in a sense. And maybe  
715 it's just me. But there are fewer and fewer phone numbers. I go on that website and I can't make  
716 a call because there are no numbers to these departments and I can't reach out to anyone, except  
717 via email. Now, I know a lot of people communicate with email but a lot of times, you know,  
718 they're folks, especially over 50, that just don't do that. They want to pick up the phone and if  
719 they got a power issue or whatever, they want to talk to somebody. And a lot of companies and  
720 corporations on their websites nowadays, it's a trend to avoid actually having the contact with a  
721 person on the phone. Now, to me, that's one of the most important parts of communication in  
722 general. And more companies and more cites and more entities avoid talking to people as much  
723 as humanly possible. I don't want to see us going down that slope. I talk often about when we  
724 talked about establishing a phone number for how I notify thing. I said we need a phone number  
725 for this, but it needs be one that people pick up. And, Jackson, I'm assuming we got have we  
726 gotten that straightened out with the new version of 'I notify;' is that ready yet?  
727

728 MR. MYERS: Michael has been working on it.  
729

730 COUNCILMAN CARN: All right. So, I guess, it's forthcoming; right?

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MR. MYERS: Yes.

COUNCILMAN CARN: Good deal. A couple different things: The events at the arena this weekend. This was good stuff. We had a young kids event that was pretty packed, I was told, over 3,000 people. Normally, that would have been something that public information would have got their camera and shot some of that stuff. It was very exciting to show people we have this arena, to show people what's going on out here. Now, it seems like we farm out and outsource way too much stuff in this department. And it's not just your department. I've seen that happen with a lot of departments, where as they used to do this work. But now they're farming everything out and ballooning their budgets. So I want to see us do more ourselves. This citywide promotional video, how much is that going to cost us or is that free?

MS. HARRISON: Yes, it's included in the contract.

COUNCILMAN CARN: That's great. When we did that contract for video, I saw we only had a certain number of videos. And extra videos costs hundreds of dollars additionally. I thought I saw for additional ones, I thought I saw 8 or \$900; is that correct?

MS. HARRISON: I don't have the contract directly in front of me, but that sounds pretty accurate. But how that works out for us is that all of the numbers as far as videos that we can get are for the communications department. So, for instance, if another department wants to do another video project, something additional, then that would be something that could come out of their budget. But I will say that Icon has worked with us a lot and so we haven't really had any issues where we've had additional invoices.

COUNCILMAN CARN: Well, that's good to know. And I didn't like that model, necessarily, but let's say we go past our limit and there's something that needs to be shot. Are we capable in the public information office? You know, somebody grabbing a camera and getting on to location and getting some footage; is that possible like it used to be?

MS. HARRISON: Absolutely, it's possible. Actually, Keisha and I both have done that for certain events coming up. And I did implement in our budget for some updated equipment so we can do it better.

COUNCILMAN CARN: Absolutely. I think you need to get that equipment. And I'm definitely going to support you getting what you need. But little stuff like that so we won't have to get nickel and dime for every single thing, I think, is a good idea. Let me see what else I had on my list here. The communication request form. Is that an internal form or is that something for the public or what is that?

MS. HARRISON: Yes. That is an internal form that was sent out to all the directors for them to disperse to those individuals that are responsible for making the media request for their departments.

777 COUNCILMAN CARN: So with the website updates, I understand the navigation is we're going  
778 to improve the format, but who does the updates so that the dated stuff is off of the website?  
779 Who does that?

780  
781 MS. HARRISON: So on a daily basis, Keisha handles a lot of the day-to-day operations with  
782 that. I also update the website when it's needed. We are currently kind of going through that  
783 website and trying to make those changes so that it is cohesive. That is one of the things, of  
784 course, we noticed as well. But, of course, because the website is antiquated and hard to  
785 navigate, it takes a lot more time to be able to make those updates and so we want to make sure  
786 we're allocating our time appropriately to handle all of our tasks.

787  
788 COUNCILMAN CARN: Well, let's make sure we get that out because it seems like it's a lot of  
789 pages. I want to see phone numbers so people can reach department heads, if they need to talk  
790 someone. I would like to see more phone numbers, not every phone number that we have in the  
791 directory. But if I'm on that website, it's hard to get a phone number so I can actually get a  
792 question answered. So I would like to see that. But it sounds like you're making progress. Last  
793 thing, I saw we had a city calendar. I saw the one pager and that's something I wished you had  
794 brought to us to run by before you printed them out. I wasn't aware we had a city calendar until I  
795 saw about 10 copies that someone left them. But the problem with it is, and it's good we had a  
796 city calendar -- you know, I started that project, the city calendar but the print is so small that, I  
797 mean, honestly anybody over 50 can't read that print. You know, it's several times smaller than  
798 newsprint which is 12 point print. So you might want to take another look at that and make that  
799 calendar a little bigger where we can see that. So that's something I think we need to work on.  
800 And once we get it big enough, I need some copies so I can distribute it out in the  
801 neighborhoods. Maybe I just didn't get them. Did everybody else get copies?

802  
803 MS. HARRISON: No. We dispersed them to the department heads. And so we do have some  
804 larger calendars. I'm not sure if you saw the 8 X 10 or the larger one, but we do have some  
805 bigger calendars. But, of course, we have to outsource that for printing, which got a little costly,  
806 so that's why we tried to only print enough for those that we had internally and provide the  
807 smaller ones for the community.

808  
809 COUNCILMAN CARN: I haven't gotten any small ones for the community. Again, maybe  
810 only I didn't get them and everybody else did.

811  
812 MS. HARRISON: No. They were up at the customer service area, so as people came in, they  
813 were able to access them.

814  
815 COUNCILMAN CARN: I need a stack of those for my community so that I can get them out  
816 when I'm talking to people. But I need a version that you can see good because the print, the  
817 font, is way too small. And I'm just talking about the small page version.

818  
819 MS. HARRISON: Okay.

820  
821 COUNCILMAN CARN: So that it's legible. That's all I've got.

822

823 COUNCILMAN CLAY: Joe?  
824  
825 COUNCILMAN CARN: Yeah?  
826  
827 COUNCILMAN CLAY: Why don't we consider turning it into a PDF so that anybody can print  
828 out their calendar?  
829  
830 COUNCILMAN CARN: That's not bad idea.  
831  
832 COUNCILMAN CLAY: And if you need one in a hurry -- and I'm not suggesting that you  
833 should have to print out your own calendars to give to constituents, but if you need one in a hurry  
834 for a meeting or something, you can print it out and take it with you or print out a couple of  
835 copies.  
836  
837 COUNCILMAN CARN: Let's do that in addition to; that'll be good.  
838  
839 MS. HARRISON: Yeah, absolutely. I did want to highlight, as well, we included a downloadable  
840 version of the calendar within the newsletter, as well as the public work sanitation schedule.  
841  
842 COUNCILMAN CLAY: Fantastic.  
843  
844 MS. HARRISON: So anybody that received the newsletter, they're able to download that  
845 directly from their email.  
846  
847 COUNCILMAN CARN: And those are some of the improvements I'm glad we have. But, again,  
848 if we don't have an email list that most of the residents even will see this, it kind of defeats the  
849 purpose. So we got to start putting together a base.  
850  
851 MS. HARRISON: Thank you.  
852  
853 MAYOR MOTLEY BROOM: Councilman Allen?  
854  
855 COUNCILMAN ALLEN: Okay. Just a couple of things because I know we got some more  
856 going on. You mentioned the newsletter and I know it sounds a little bit old fashioned, but we  
857 need to have some in print so we can drop off some at the senior homes and some of the  
858 apartments. Because a lot of people don't get online at the apartments where they can pick them  
859 up when they go in to pay their bill and they can see what's going on with the city. The senior  
860 homes, you know, we can drop off a few over there and they can make sure they get it out as  
861 well as sending them the information. The other thing, I mentioned to you earlier, I'd like to see  
862 some communications about what goes on. You know, the events are great, but I'd like to see  
863 individuals. There's a lot of good people that are doing good things working for the city. I know  
864 we have the employee of the month but, you know, we can highlight some of those. And maybe  
865 we can highlight, you know, some businesses. I mean, I think people would like to know what  
866 goes over at the FAA or -- because there's a lot of good things. I mean, there's a lot of great  
867 things going on at Proof of the Pudding and, you know, you can highlight that and people can  
868 see. You know, your meal just doesn't show up. You know, there's a lot that goes on behind the

869 scene. So things like that, I think, people would find very, very interesting. And, again, highlight  
870 some of the businesses in College Park. Thank you very much.

871  
872 MAYOR MOTLEY BROOM: Councilman Gay?

873  
874 COUNCILMAN GAY: Yes, ma'am, I appreciate you bringing the proposal. It's a good idea  
875 when you put together your strategy and share, so thank you for that. I just had a couple of  
876 comments and I'll be brief. I just want to give you a little bit of history on how we came to use a  
877 public relations firm. So the former Jack Longino brought to my attention that there were a lot of  
878 complaints that media, the local media, was calling everything College Park, especially before  
879 the city of South Fulton Annex. So his idea was that we connect with a PR firm that had good  
880 relationships with local media, news outlets. And from that, we don't have those concerns, but  
881 I'm noticing that there still are some instances where they're calling stories on the news College  
882 Park. So what we recommend and what Gerald Walker had come up with and others is that you  
883 all go down to the newsrooms or contact them, and I think, they got some kind of deal in the  
884 newsroom. And then we noticed we got a lot new reporters, which I'm excited to see them. But  
885 they too have to be educated about our boundaries and so that's one thing I would like to stay on.  
886 The other thing is -- that's pretty much my main comment for you.

887  
888 MS. HARRISON: Thank you.

889  
890 MAYOR MOTLEY BROOM: Thank you, Ms. Harrison. We appreciate it. And we're going to  
891 move on to the consent agenda.

892  
893 COUNCILMAN CARN: I had one other thing. Let's make sure College Park Elementary School  
894 -- we want to make sure we're keeping aware and checking in with some of these groups and tabs  
895 on them. The Metro Urban Farm today, they were distributing food today, for instance. That's  
896 the type of stuff that -- and they have a regular ongoing schedule for stuff like that. There's  
897 another outfit on West Point that does food distribution that you may not be aware of, but we  
898 need to let the public know about this type of stuff. So it'd be good to get around and just kind of  
899 find out what's going on in terms of stuff like that in the city. Because a few people know about  
900 it, but everybody else doesn't. So we want to get that information out here.

901  
902 MAYOR MOTLEY BROOM: Thank you, Ms. Harrison, appreciate it.

903  
904 **CONSENT AGENDA DISCUSSION**

905  
906 3a. Consideration of and action on a request for approval of a Service Agreement between the  
907 City of College Park and Motorola Solutions, Inc. for maintenance, support, or other services  
908 for the Police Public Safety radio system. See memorandum dated February 2, 2023 from  
909 Deputy Chief Sharis McCrary. Also, see attached proposed Service Agreement in the amount  
910 of \$61,734.15. This is a budgeted item.

911  
912 MAYOR MOTLEY BROOM: Moving on to discussion of the consent agenda. The first item is  
913 the Motorola Solutions service agreement. Good evening, Chief Roger, how are you? Questions  
914 for Chief Rogers. Councilman Clay?

915  
916 COUNCILMAN CLAY: Yes. This is a general question, actually, it's not specific to this item.  
917 Again, we get a packet that it says OCR this time. But, for example, this submittal letter on the  
918 front page, I cannot highlight a word on that page. I cannot extract text from that page. If I want  
919 to, say, send you an email and say, hey, this paragraph on the page, explain this to me or  
920 something like that, I can't do that readily. I can draw a box around it, but I can't get at it at the  
921 computer level.  
922  
923 POLICE CHIEF CONNIE ROGERS: We'll make it more accessible.  
924  
925 COUNCILMAN CLAY: And so I'm going to ask -- I see Mr. Hicks in the back -- and is there  
926 some way that you can have a training class? I've been trying for the last half dozen years to get  
927 these packets so they could be easy for me, selfishly, to process them quickly and I give heads up  
928 to all the department heads. So maybe Mr. Hicks could Jackson, if you could work with him  
929 I'm sorry, I should not be directing Mr. Hicks. But at least, if he could do that, that would be  
930 very helpful. So far that was one item. The other item is that this cover page says that there's no  
931 cost to the city. It says it's not a budgeted item and that's just not true.  
932  
933 CHIEF ROGERS: No, that's incorrect, because this is a budgeted item.  
934  
935 COUNCILMAN CLAY: It is a budgeted item.  
936  
937 CHIEF ROGERS: Yes, it is.  
938  
939 COUNCILMAN CLAY: And there is a cost to the city.  
940  
941 CHIEF ROGERS: Yes.  
942  
943 COUNCILMAN CLAY: So why does it say that?  
944  
945 CHIEF ROGERS: That was input incorrectly.  
946  
947 COUNCILMAN CLAY: That's specific to the item. So somebody's got to review these and  
948 make sure when they come out the department that they are OCR ideally and that they're  
949 accurate. It's a no brainer, we've got to do it.  
950  
951 CHIEF ROGER: I'll make sure moving forward that those inconsistencies will not be there.  
952  
953 COUNCILMAN CLAY: I'm good. This is a no brainer.  
954  
955 MAYOR MOTLEY BROOM: Thank you, Councilman Clay. Councilman Carn?  
956  
957 COUNCILMAN CARN: Thank you, Chief. It's something we got to have, obviously. My same  
958 question, was it budgeted and what was the cost, so that answers that. But I see on the second  
959 page, it might be and I don't know maybe this is just something that's dated, though, because it's

960 got McCrary on here as the review for the police department. I thought maybe that meant to be  
961 you or might be good for you to put your eyes on it.

962  
963 CHIEF ROGER: She inputted. We were under the impression that I would be able to go back  
964 and edit it. But we learned that whoever inputs it, so that was a trial and error on our part as  
965 well.

966  
967 COUNCILMAN CARN: All right. No harm, no foul, but yeah just wanna make sure. That's all  
968 I had.

969  
970 MAYOR MOTLEY BROOM: Councilman Allen?

971  
972 COUNCILMAN ALLEN: No questions at all. This is needed. We need to do this and keep  
973 everything updated. This will take care of new equipment coming as well?

974  
975 CHIEF ROGERS: Yes, sir.

976  
977 COUNCILMAN ALLEN: And updates?

978  
979 CHIEF ROGERS: Yes. This is for our service and any support for our yearly

980  
981 COUNCILMAN ALLEN: Okay. Thank you.

982  
983 MAYOR MOTLEY BROOM: Councilman Gay?

984  
985 COUNCILMAN GAY: No questions.

986  
987 3b. Consideration of and action on a request for authorization to transfer revenue from existing  
988 line items, 100-5195-52-6170 in the amount of \$30,000.00 and 100-5195-53-7100 in the  
989 amount of \$10,000.00 to support the replacement of vehicle #167 F150, the repair of vehicle  
990 #165 F150 and replacement of vehicle #128 F250-Crew Truck totaling \$40,000.00 to be  
991 transferred to 100-5195-52-5700. See memorandum dated February 15, 2023, from Interim  
992 Public Works Director Timothy Lewis. These are budgeted items.

993  
994 MR. LEWIS: Good evening, Mayor and Councilmen.

995  
996 MAYOR MOTLEY BROOM: How are you?

997  
998 MR. LEWIS: All right. How y'all doing?

999  
1000 MAYOR MOTLEY BROOM: Doing well. We'll start with questions from Councilman Clay.

1001  
1002 COUNCILMAN CLAY: Okay. Well, this is also a pretty easy one, I think. It sounds pretty dire  
1003 up to what you're replacing.

1004  
1005 MR. LEWIS: Yes, sir.

1006  
1007 COUNCILMAN CLAY: It all makes sense. I guess, the first thought went through my mind  
1008 was why did this suddenly go bad in the last year? Why wasn't this in the last budget?  
1009  
1010 MR. LEWIS: It was in the last budget but the old superintendent took it out.  
1011  
1012 COUNCILMAN CLAY: Okay. Enough said. So the only other question I have is, you've  
1013 accounted for some of the money you're transferring in, I think it was \$40,000 or something like  
1014 that?  
1015  
1016 MR. LEWIS: Yes.  
1017  
1018 COUNCILMAN CLAY: So these things cost more than that, clearly. So how much is the rest  
1019 of it and where's the money coming from?  
1020  
1021 MR. LEWIS: Well, the money that we're going to take out will be enough to get both of the  
1022 vehicles and to make the repair.  
1023  
1024 COUNCILMAN CLAY: You're saying that the 40,000 will cover everything you're trying to do  
1025 here?  
1026  
1027 MR. LEWIS: Yes.  
1028  
1029 COUNCILMAN CLAY: There is no other money.  
1030  
1031 MR. LEWIS: Well, 165 was totaled out. So the insurance company paid us 19,000 for it. So  
1032 the 19,000, and we purchased two utility SUVs and ended up selling one to Michelle, so that  
1033 gave us \$11,000. So with that 19 and that 11, that give us another \$30,000.  
1034  
1035 COUNCILMAN CLAY: You guys are good. You guys are good. I looked through the line items  
1036 and the budget that you had attached and -- okay, well, this makes my day. Thank you.  
1037  
1038 MAYOR MOTLEY BROOM: Councilman Carn?  
1039  
1040 COUNCILMAN CARN: Thank you, Tim. One of the issues I had was kind of the same thing,  
1041 you know. We don't want to wait this long until something is so worn out that, you know, to the  
1042 point, but that explains it from the last budget. So we sell across departments to other  
1043 departments. Is that what I understand? I never heard of that one.  
1044  
1045 MR. LEWIS: Well, it was two things ordered and we didn't need both of them. So Michelle,  
1046 they needed the equipment, so we just reached out and she had the money in the budget and we  
1047 made it happen.  
1048  
1049 COUNCILMAN CARN: All right. Sounds good.  
1050  
1051 MAYOR MOTLEY BROOM: Any other questions?

1052  
1053 COUNCILMAN CARN: No.  
1054  
1055 MAYOR MOTLEY BROOM: Councilman Allen?  
1056  
1057 COUNCILMAN ALLEN: This is, again, what Councilman Clay said, this is kind of a no  
1058 brainer. This is just an adjustment of the approved funds from one to another. On the second  
1059 page, it says finance pending. Has finance seen this, and okay? I hate to do adjusting of funds  
1060 when finance hasn't looked at it.  
1061  
1062 MR. MYERS: I don't know if finance seen this particularly. I'm sure she was aware of it because  
1063 we went through last Monday, we go through the agenda and we talk about it.  
1064  
1065 COUNCILMAN ALLEN: I guess that was my question, making sure we can move that without  
1066 any problem.  
1067  
1068 MR. MYERS: But she was in the meeting so we do a pre agenda meeting before the agenda.  
1069  
1070 COUNCILMAN ALLEN: I just want to make sure finance is okay with moving the items.  
1071 That's all I have.  
1072  
1073 MAYOR MOTLEY BROOM: Councilman Gay?  
1074  
1075 COUNCILMAN GAY: Yes, sir. My only issue is that, obviously, we need to have the  
1076 equipment that we need. I've been up here eight years, I've never seen this much transaction with  
1077 public works. I don't know if we're trying to spend all the money before we go into a new budget.  
1078 But my recommendation would be, not just for public works, for any department, let's  
1079 understand what we need and let's do this in a fashion that it's a lot of. I mean, we've bought a  
1080 lot of trucks and, you know, we got a fleet. We got a department that a lot of fleet is bad. I think  
1081 that ought to be something that y'all just kind of put together and present it to us rather than  
1082 spending this money -- these dollars every other council meeting. And that's my only comment.  
1083  
1084 MAYOR MOTLEY BROOM: Thank you, sir. Appreciate it, Mr. Lewis.  
1085  
1086 MR. LEWIS: All right. Thank you.  
1087  
1088 3c. Consideration of and action to approve a 5-year contract extension with Proof of The  
1089 Pudding for the GICC/Gateway Center Arena & the Historic College Park Golf Course. See  
1090 memorandum from Executive Director Mercedes Miller dated February 13, 2023, and  
1091 supporting documents. This is a budgeted item.  
1092  
1093 MAYOR MOTLEY BROOM: The last item for discussion for the consent agenda is a discussion  
1094 regarding approval of a five-year contract extension with Proof of the Pudding for the GICC &  
1095 Gateway Center Arena and the Historic College Park Golf Course. Good evening, Ms. Miller.  
1096

1097 DIRECTOR OF GEORGIA INTERNATIONAL CONVENTION CENTER, GOLF COURSE &  
1098 ARENA MERCEDES MILLER: Good evening. How are you?  
1099

1100 MAYOR MOTLEY BROOM: Doing well. I was just about to ask you to make sure that  
1101 microphone was close. Councilman Clay, questions for Ms. Miller?  
1102

1103 COUNCILMAN CLAY: Not so much questions as I was really impressed with the list. I wish  
1104 we had time for a presentation which we don't. We got plenty of other things to do. But what I  
1105 was impressed by, and I didn't realize it was going on, was under your new look that you brought  
1106 in a local restaurant, Nouveau, to help. And I remember in previous discussions of Proof of the  
1107 Pudding. We've said, well, you know you got this big company and they're coming in and they're  
1108 doing a great job, but what's the opportunity for local vendors. And you've done that. You've  
1109 got Nouveau in there. You got Uncle Boo's Catfish. You got Ethan's Italian Ice Cream. You've  
1110 got Arches Brewery, which is not in College Park but it's in the Tri City area, Crown Royal for  
1111 drink feature. I mean, just innovative things that I'm impressed. I'm really, really impressed.  
1112 And I think you're addressing one of the issues that Council's had that says, well, we don't want  
1113 to sacrifice our quality, and these guys have been doing a great job and they've been a great  
1114 partner and we have a relationship with them that is unusual from what I understand in the  
1115 industry.  
1116

1117 MS. MILLER: It is.  
1118

1119 COUNCILMAN CLAY: But yet we want to give a break to some of our local establishments,  
1120 and you're doing that. I love it.  
1121

1122 MS. MILLER: Thank you.  
1123

1124 MAYOR MOTLEY BROOM: Councilman Carn?  
1125

1126 COUNCILMAN CARN: All right. Great contract. I've seen some improvements. I've seen  
1127 some new dishes every now and then and I say, that's what we want to see, you know. The new  
1128 restaurants coming in. I did see Nouveau in there and it's good to use some of the locals.  
1129 So how do the splits go there? I mean, they get the 7 percent?  
1130

1131 MS. MILLER: They put in all the labor. They buy all the food and we just get a percentage of  
1132 what they sell.  
1133

1134 COUNCILMAN CARN: So, for example, the local restaurants, obviously, their staff is not in  
1135 there cooking the local restaurant's food or they are? Okay. So they're in cooking the food. But  
1136 they get the deal worked out where they make money, I guess?  
1137

1138 MS. MILLER: Right. We don't have to put in the labor or buy the food for that, but we get a  
1139 percentage of them being there. When we first opened, it was JR Crickets, and then I think  
1140 COVID hit. And after COVID, then we moved over to Nouveau. But it was always our goal to  
1141 get local restaurants in the area.  
1142

1143 COUNCILMAN CARN: I think the more locals we can find to put them in there when people  
1144 come, the better. My other question was, and I didn't see this at the old school concert, which I  
1145 went to. It was some great, somebody had -- I didn't buy any, but the person I was sitting next to  
1146 got the waffle fries from -- it was local, I think. I forget which one it was. But, I said to myself,  
1147 you know, when they hand that food out, that's an opportunity for a whole new audience that  
1148 may not know where they are or that they're located in the city of College Park. So my question  
1149 is, you know, did they distribute like some kind of a push card or a coupon that says that might  
1150 be a --

1151  
1152 MS. MILLER: Nope. We don't want to do that because that paper ends up on the floor. But  
1153 those waffle fries actually come from Proof.

1154  
1155 COUNCILMAN CARN: All right. I think it's good, you know, we talked about the other nit  
1156 that I had in terms of the contract. So sounds good. I'm definitely pleased with the service.

1157  
1158 MAYOR MOTLEY BROOM: Councilman Allen?

1159  
1160 Councilman Allen: I'm a huge fan of Proof of the Pudding. I mean, if you go to any other event  
1161 in the entire city of Atlanta, you cannot come up with a place that does better than Proof of the  
1162 Pudding. So if y'all are out there, thank you very much. I appreciate everything. This is just, I  
1163 mean, they are great partners so...

1164  
1165 MS. MILLER: We do have the president of the company, Adam Noyes and also the GM for the  
1166 GICC, Howard Hickman.

1167  
1168 COUNCILMAN ALLEN: Great. Thank them very much. They do a fantastic job and all the  
1169 workers and everybody.

1170  
1171 MAYOR MOTLEY BROOM: Councilman Gay?

1172  
1173 COUNCILMAN GAY: Unfortunately, I'm going to have to be a Simon Cowell on this one. I  
1174 have a fundamental difference in this contract. So here are my issues: First off, this company  
1175 had our contract for 30 years and you want a five year renewal, so that's 35 years for one  
1176 company. We have organizations I'll give you one, Thompson Hospitality did 373 million dollars  
1177 in revenue. That's a black owned company. I understand that they brought in some restaurants,  
1178 fantastic. But all I'm saying is that there's no way this city is going to ever be competitive, cost  
1179 containment I mean, we subsidize the GICC by 2 1/2 million dollars. We will always subsidize  
1180 it if we don't competitively bid out our services. Whether they win the award or not, we cannot  
1181 continue to function as a competitive city. And last thing I'll say and we talked about this, this is  
1182 a new world now. There are new technologies. There are new human resources protocols. You  
1183 got companies catering in Dubai, all over the world. You know, I remember Proof in the Pudding  
1184 when they were on Ponce de Leon in a trailer. I get that. But we have to expand our opportunities  
1185 to be a broader organization.

1186  
1187 MAYOR MOTLEY BROOM: I've got a couple. The contract in the second paragraph says that  
1188 it will expire upon midnight June 30th, 2028. I believe it is 2023 so just when comes forward.

1189 Ms. Miller, you and I had a discussion prior to tonight's meeting about some concerns about the  
1190 wages that are going to be paid to the folks who are going to be working for Proof of the Pudding  
1191 based upon this contract. And some concerns that they were not commensurate with our city  
1192 minimum wage. Have you had an opportunity to follow up on that?  
1193

1194 MS. MILLER: I have. I talked to the president of the company and I talked to the general  
1195 manager and no one has problem bringing them up to the City's minimum wage of 15.75. We  
1196 have eight employees that are not at the minimum and we will bring them up to the minimum.  
1197 And just for information, about 40 percent of the employees that work for Proof of the Pudding,  
1198 they live in College Park. So the company may be located in another area, but most of the people  
1199 that work there, they live in this city.  
1200

1201 MAYOR MOTLEY BROOM: Thank you, Ms. Miller. Councilman Carn?  
1202

1203 COUNCILMAN CARN: Back on our packet page 51, that date issue. So this contract expires  
1204

1205 MS. MILLER: June of 2023.  
1206

1207 COUNCILMAN CARN: This new contract will go from July to June of '28, five years; right?  
1208

1209 MS. MILLER: Correct.  
1210

1211 COUNCILMAN CARN: Now, this extension here that's redlined, this gives us an additional five  
1212 years here? Is this an option here? Because I don't see it as an option, which would take us to  
1213 June 2033.  
1214

1215 MS. MILLER: No. In all of contracts, there's still that 30 day out. So after this five years, we  
1216 would have to bring it back and try to get it renewed again. If not, then we would put it out for  
1217 bid as you request.  
1218

1219 COUNCILMAN CARN: I hear you. But the language here, basically, says that it basically says  
1220 there's an additional five years on here. I understand it has to come back to us, obviously. But the  
1221 language, I would say needs to say there's an option, a mutual option, for an additional five  
1222 years.  
1223

1224 MS. MILLER: Okay.  
1225

1226 COUNCILMAN CARN: Because this is worded as it's automatic; that it takes you right on into  
1227 2033. So we're doing five years. But this, technically, someone could construe this as a 10-year  
1228 contract by the letter of how this reads right here. So we want to make sure and I can show you  
1229 exactly the spot if you--  
1230

1231 MS. MILLER: Winston, did you catch that?  
1232

1233 COUNCILMAN CARN: I want to make sure we catch that. The other thing I'll say, I think I  
1234 understand we always want competition. We always want to provide opportunities and that's one

1235 thing I push just as strong as anybody would. Now, it's a bit harder to decouple ourselves from a  
1236 situation like Proof due to the substantial equipment investment and whatnot. So it's a little more  
1237 integrated than the average hand to hand contract. So it's not quite that easy. We've got to deal  
1238 with Proof. And I'm asking Proof, how close you are all to Sysco because I see Sysco in your  
1239 update a bit, but they're one of our local vendors. And I don't know who you're exclusive with  
1240 one food vendor, for instance.

1241  
1242 MAYOR MOTLEY BROOM: If you'd like to come forward. Folks who might be watching can't  
1243

1244 MR. NOYES: Yes. Sysco is our national broad liner. We have our main national contract with  
1245 Sysco Foods.

1246  
1247 COUNCILMAN CARN: Well, first of all, I'm glad to see you up here. I've never actually met  
1248 the two fellas that are responsible, I guess, for all that great food. I've seen a lot of  
1249 improvements. It is great. With that being said, we're hoping that you all always seek to procure  
1250 as much minority participation, female business enterprise, in particularly, with your  
1251 subcontractors. I'm assuming you have subcontractors or whatever. But we always want to try to  
1252 make a concerted effort. And being that we've got darn near exclusivity with you, you know,  
1253 just want to reiterate that point. Because he does make a good point at the same time but, again,  
1254 every contract is not the same type of animal. So I understand that but, again, we definitely want  
1255 to promote for as much participation where others get a chance to have opportunities.

1256  
1257 MAYOR MOTLEY BROOM: Thank you so much, Ms. Miller, appreciate it. We're going to  
1258 take a five-minute break before we get started with the main session.

1259

1260

1261

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1264

**CITY OF COLLEGE PARK**

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**Bianca Motley Broom, Mayor**

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1272

1273 **ATTEST:**

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1276

1277

1278

**Shavala Ames, City Clerk**

1279