



City Organization and Services Committee
1st Floor City Council Conference Room Area 'B'
100 W California Ave, Ridgecrest, CA 93555
Wednesday, June 22, 2016 (4th Wednesday each month)

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Draft Minutes

COMMITTEE MEMBERS

Lori Acton, Mike Mower, Solomon Rajaratnam, Cecil Yates

Regular Meeting – 5:00 p.m.

This meeting room is wheelchair accessible. Accommodations and access to City meetings for people with other handicaps may be requested of the City Clerk (499-5002) five working days in advance of the meeting.

CALL TO ORDER: Meeting was called to order at 5:05pm.

ROLL CALL: Present: Mike Mower and Solomon Rajaratnam,
Absent: Lori Acton and Cecil Yates
Staff: Dennis Speer and Tyrell Staheli
Recording Secretary: S.Walent

APPROVAL OF AGENDA *Motion To Approve Agenda as Amended Was Made By Rajaratnam, Seconded by Mower. Motion Carried By Roll Call Vote of 2 Aye (Rajaratnam and Mower) 0 Nays, 2 Absent (Acton and Yates), 0 Abstain*

APPROVAL OF MINUTES *Motion To Approve Minutes as Amended Was Made By Rajaratnam, Seconded by Mower. Motion Carried By Roll Call Vote of 2 Aye (Rajaratnam and Mower) 0 Nays, 2 Absent (Acton and Yates), 0 Abstain*

PUBLIC COMMENT OF ITEMS NOT ON THE AGENDA

None

DISCUSSION AND OTHER ACTION ITEMS

1. Broadband Committee

Jay Chun – Since the last City Organization meeting last month the Broadband Committee did have a meeting with representatives from Frontier. They gave a very

high level overview of their plans for Ridgecrest. Basically they are not going to make the investment to lay fiber unless somebody wants to pay for the service to their home or business. They did look at five businesses we gave them. Her response was "We had engineering review the locations and they determined that we do not see any significant issues providing Ethernet level services to these locations, there are some fiber costs to get to the specific locations, but two of the five would fit our standard price structure the other three may require some up front charge. It looks like we could provide 100meg service to all and then GIGE to a couple without adding additional cards to our network. I think the good news is that the network into Ridgecrest is already built to provide commercial level services and high bandwidth. Not sure what the next step is, we would love to work with each to provide customer level quotes." My response back to her is that I would get back to each of those businesses with Frontier's response. So yes, if you want to pay for higher service they have a price structure if you're willing to pay for it they will provide it.

Mike Mower – So which were the two that were easy to get to?

Jay Chun – I was assuming the two that were closest to China Lake Blvd. She did not disagree with me because of no answer so I'm assuming my assumption was correct.

Justin O'Neill – Still doesn't tell us about affordability.

Jay Chun – Sounds like if each one of these businesses approaches her and asks her for a quote I think she'll get it to them.

Solomon Rajaratnam – Any word from Mediacom?

Jay Chun – No.

So where the committee is heading we need to sit down to discuss that. Bill Sumners wants to discuss community WiFi. Pretty much my take is that the economic forces of private businesses or these incumbent ISP's are going to do what they're going to do at the pace they're going to do it and charge.

Solomon Rajaratnam – So what is the next step?

Jay Chun – We will discuss that at our next meeting which is Tuesday.

2. O'Neill Dynamics

Justin O'Neill - So last meeting we talked about a public relations proposal, I have something written up (see attachment). So the purpose of this is to help develop a public relations mechanism that would work like when we put in action during the casino. Work on branding the community, celebrating some of the things we have as a community, the things the city is doing. Say if we have a road project and we want to get some information out to the public the goal would be to let people know in advance. I can come and sit or give a call and go through some of the information and then release that so it would require me communicating with the staff once we decided a project needs to be brought to the public and we can do that and get more information out. From this I want to build a bigger presentation to council to explain where all these ideas came from.

Gary Allred – Branding didn't work well last time what makes you think you'll be able to make it work this time?

Justin O'Neill – When I use this term in this case when I mean branding not specifically a logo yet but serving the brand of Ridgecrest would be a celebration of the things that we do have. Talking about the things we do enjoy, a high feeling of patriotism with our service to the base, good spiritual center with how many churches we have, those sorts of things. Volunteerism is high, talking about the attributes of the community and channeling that into a single message where we are talking more highly of what we are as a community. So, are there any questions?

Mike Mower – You say you presented something like this to council, how long ago was that?

Justin O'Neill – Right when I got the contract I put together what I called a Communication Platform. It was broader than this, maybe even a little more general than this.

Solomon Rajaratnam – I think it's a good idea.

Mike Mower – I think you need to get a copy of these and put it in each members boxes so they can review.

Justin O'Neill – Certainly.

COMMITTEE MEMBER COMMENTS

None

FUTURE AGENDA ITEMS

- Broadband Committee
- O'Neill Dynamics
- Blue Zone Discussion

NEXT MEETING

- July 27, 2016

ADJOURNMENT at 6:08 p.m.



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PUBLIC RELATIONS PROPOSAL

PURPOSE

To enhance the culture of the community by improving communications between the City and the public, including businesses, stakeholders, community leaders, and citizens.

GENERAL OUTLINE

Special Projects Consultant would act as a Public Relations Officer for the City of Ridgecrest by coordinating modern communication procedures, crafting a message, and providing content to the public through approved channels. Consultant will work in conjunction with City staff to develop language and provide updates on City projects, meetings, information, and opportunities. Consultant would advise Staff and Council, when requested, on Public Relations strategy and provide support when needed to improve City-to-public communications.

Consultant would be a Public Relations Officer as needed, developing campaigns that would enhance the culture of Ridgecrest by celebrating growth, marketing assets, improving relations with stakeholders, and creating a consistent stream of information from the City to the public.

STATEMENT OF WORK

The following is a scope of work that outlines the purpose and tasks of Consultant in the area of Public Relations. The duties of Consultant are not restricted to this list of activities alone:

1. Develop an internal strategy for developing language about a project or opportunity from Department heads & directors and using modern channels to distribute it to the public
2. Craft a social media schedule and strategy to enhance the community's overall brand
3. Advise on public relations issues as requested by City Staff and/or Council
4. Determine and utilize most appropriate vectors for information distribution, including, but not limited to:
 - a. Social Media
 - b. Print Media
 - c. Separate Website Development (for projects or issues)
 - d. In-Person Meetings or Town Halls
5. Provide consistent content to the community on relevant issues and culturally enhancing opportunities
6. Improve channels of communication with key stakeholders through policy development, consistent communications, and meeting collaborations
7. Mine data from the community through quantitative and qualitative means in order to prepare strategies on key issues and opportunities
8. Design and provide education information on complex, controversial, or opportune issues
9. Develop presentations or media content for the distribution of information
10. Make the City a hub of collaboration through effective communications with local leaders, stakeholders, and citizens

11. Work with City partners and stakeholders to realize or explore collaborative opportunities
12. Develop a brand for the City of Ridgecrest

SPECIAL CONSIDERATIONS

The goal of a public relations mechanism for the City is to gather information from the public, disseminate information to the community, develop relationships with stakeholders, and create a community brand that will be advantageous to businesses and community culture. In order to achieve these goals, Contractor will require certain special considerations that will need to be approved of by Council in advance:

1. Contractor will require access to City staff in order to gather information for City projects. In order to develop content to disseminate information to the public, Contractor will communicate with Staff. Contractor will not interfere with projects nor will Contractor distribute information not first approved by department heads or City management. Contractor will coordinate message, brand, and strategy with Staff as needed and conduct routine check-ins for content updates.
2. Contractor will require access to social media profiles in order to present information to the public as the City, and not as Contractor. Contractor will work with IT to create secure profiles to necessary digital media vectors in order to speak as the voice of the City on approved upon projects and messages. Contractor will utilize the digital media vectors with instruction from Council and/or City management.

COST PROFILE

For the purpose of billing, the following chart assigns a fair market value (as research on Indeed.com). The cost per hour at that position's value. This will be an ongoing project and will therefore be billed as utilized, never to exceed the total budget for Special Projects Consultant without approval by Council:

Task	Fair Market Position	Cost/Hr
Public Relations Consultant	Public Relations Manager	\$37.00

METRICS OF SUCCESS

- Improved community participation in City Council meetings, online discussions of issues, and public feedback received by Staff/Council/Consultant
- Enhanced marketing vectors for the distribution of information between City, stakeholders, partners, and the public
- Improved procedures and policies for ongoing communication between the City, stakeholders, partners, and the public
- Heightened discourse during public discussions of key or opportune issues