

COMMUNITY RELATIONS & PUBLIC AFFAIRS COMMITTEE MINUTES

FEBRUARY 1, 2021

11:00 A.M. – 11:46 A.M.

REMOTE ONLY

COUNCIL PRESENT: COUNCILMEMBERS STEADMAN (CHAIR), KUNKEL AND COX

STAFF PRESENT: SCOTT SPENCE, STEVE KIRKMAN, JEN BURBIDGE, SARAH CARLSON,
DINA CHRISTENSEN

ACTION: APPROVE COMMUNITY RELATIONS & PUBLIC AFFAIRS COMMITTEE
AGENDA

MOTION: MOTION MADE, SECONDED AND CARRIED BY COUNCILMEMBERS KUNKEL
AND STEADMAN

ELECTION OF COMMITTEE CHAIR

PRESENTER: COUNCILMEMBER STEADMAN

ACTION: INFORMATION ONLY

Discussion of current committee chair. No change at this time.

COVID VACCINATION SITES

PRESENTER: SARAH CARLSON, EMERGENCY MANAGEMENT & SAFETY COORDINATOR

ACTION: INFORMATION ONLY

The Department of Health (DOH) has three pipelines for distributing the vaccinations. There aren't as many doses being received. Information changes rapidly and there should be projected sites by end of week.

The DOH is working with the National Guard's support for the pop-up sites. Once doses are received the vaccination sites will be able to post appointment times. All doses must be used within the week.

Providence is providing the vaccination site for Phase 1 at Fire Station #34 using the Regional Athletic Complex as a staging site. Individuals must have their paperwork from a provider or the Phase Finder website in order to qualify. It is recommended individuals should keep checking the DOH website for vaccination sites.

STRATEGIC COMMUNICATIONS PLAN & PARKS OUTREACH

PRESENTER: STEVE KIRKMAN, PUBLIC AFFAIRS MANAGER

ACTION: INFORMATION ONLY

Strategic Communication is about sending the right message to the right audiences in the right way, identifying desired outcomes and effectual tactics prior to communicating, and fostering ongoing positive relationships between an organization and its audiences.

The *Lacey Comprehensive Strategic Communications Plan* will guide community engagement and public involvement activities by:

- Identifying city communications goals, target audiences, best practices and tools.
- Proposing standardized, consistent approaches where applicable.
- Defining essential messages and core themes based on public interest.
- Defining performance indicators to evaluate progress.

The *Lacey Cares Community Engagement Initiative* includes:

- Providing an opportunity to broadly engage with community members, serving as a first-step in the COVID-19 reset.
- Identifying topics and interests the community wants to learn more about.
- Learning how community members believe Lacey can build a more resilient, connected, and prosperous community moving forward.

The timing and approach of the Lacey Cares Initiative will be dependent to some degree on COVID-19 restrictions. Some combination of the following activities is envisioned:

- Online survey
- Social media campaign
- Community group interviews
- Idea boxes (at high-volume traffic sites)
- Intercept surveys at community events (safety-dependent)

The *Lacey Parks, Culture & Recreation Public Engagement Plan* will provide information, clarify public priorities, build a shared vision, include robust and diverse public outreach and assemble an outreach team.

The *Greg J. Cuoio & Surrounding Park Properties Master Plan* includes 537 acres in northwest Lacey. It will include public and stakeholder input, a robust and diverse public outreach, and will assemble an outreach team.