



Public Outreach Committee Agenda

February 9, 2022 at 4:00 PM

Public Outreach Committee

Jay Shatz, Chair
Natalie Wolf
Keely Paul

Staff Liason

Scot Lahrmer, Village Manager
Rich Wallace, Police Fire Chief

MINUTES

1. Approval of minutes: May 20, 2021

TOPICS OF DISCUSSION

1. Police Levy Communication Plan

ADJOURNMENT

Public Outreach Committee

Minutes 5/20/2021

4:45 PM

In attendance: Ben Hunt, chair, Peg Conway and Ray Warren, committee members, Mayor Tom Muething, Tammy Reasoner, Scot Lahrmer

The meeting was called to order by Chair Ben Hunt. The previous meeting minutes were approved.

Next on the agenda was an update on the Village website and launch by Tammy Reasoner. She explained that the new website is designed to promote ease of access for residents, broaden marketing approach and to connect with Village social media platforms. Additionally, the new website has multiple features that make it accessible to those with visual or hearing needs. She identified that the new website is organized to be more searchable and will also be easier to update for Village staff. The goal is to have the new website launch near the end of June. The committee asked questions about usability of the new site and the launch. With no further questions the committee thanked Tammy Reasoner for all her hard work on this project.

There being no further business, the meeting was adjourned by the chair.

Ben Hunt, Chair

Police Levy Renewal

2022 Communications Strategy

For Internal Reference Only

Timeline:

March 21, 2022:	Target date for print newsletter in homes
April 3, 2022:	Last day for voters to register or update name/address
April 5, 2022:	Early voting begins
May 3, 2022:	Election Day

Print Newsletter and E News Messaging Options:

- Current levy expires in December 2022
- 10 mill levy approved in 2012 generated over \$1.6 million annually
- 8 mill renewal in 2017 generated \$1.3 million
- Higher percentage of police funding comes out of general fund
- Expenditures contained
- Deficit minimized
- Revenues strong, largely due to institution of police levy
- General fund balance restored
- Levy dollars still critical revenue stream necessary to partially fund police
- Auditor projects the levy will generate approximately \$1.3 million per year
- **Renewal Levy will not raise taxes**

Considerations

Reduction of Mills:

- Dropping to 7 mills could cause a deficit situation for 2023
- Dropping to 7.5 mills could cause a deficit in 2025
- Staying at 8 mills would hold off a deficit until 2027, allow more time to adjust and identify other revenues

Reliance on Levy has Decreased:

- From 64% in 2013 to 41% in 2020
- 2021 reliance on Levy expected to be 38%

Original goal of levy: to replace lost & reduced funding and fully fund operations or eliminate deficit

- Where we are now:
 - Why renew?
 - What if we don't renew?

Target:

All Amberley Village residents/voters

Tactics:

As the levy is anticipated to be well-received this year, not all of the following tactics would necessarily be recommended. Discussion regarding these options should be held to determine which combination will yield the most desired outcome for the least time/cost investment.

Print Newsletter Article

- FAQ Callout
- What makes AVPD different
- Financial overview graphic (control of costs; cost savings examples)
- Excerpts & link to interview w/Chief & other PD leaders
- Awards/Accolades/Accomplishments
- % levy was approved both other times
- Ballot language and ballot number

E-Newsletter Articles

- Background
- Value PD brings to community
- Little known facts
- Compilation of past 2 years' articles

Video

- Develop a short video that outlines the various roles of our Police/Dispatch

Direct Mail

- Postcard – depends if PAC does this
- Letter from Chief/Scot
- What data do we have that will send a compelling message?
 - Comparisons
 - Graphs
 - Charts
 - Where we were vs. where we are
 - Where does it go?

Endorsements

- Amberley Village Business Leaders
- JCC
- Council
- Synagogues?

Events

In-home gatherings hosted by residents

Social Media Posts

Podcast? (Via Rob Ebel)

Identify spokesperson)Chief/Mayor/Scot/Ben/Tim?

Other Community Outreach

Community Meetings/Open House

Banner on hillside

Chili with the Chief