

DRAFT MINUTES
CITY OF GLENDALE
COMMUNITY DEVELOPMENT ADVISORY COMMITTEE
WORKSHOP
ZOOM ONLINE CONFERENCE
AUGUST 1, 2020
9:00 a.m.

MEMBERS PRESENT: Lisa Baker, Chair
Leslee Miele, Vice Chair
Elida Feltus
Kirstin Flores
Theodora Hackenberg
Vivian Lizarraga
Alicia Rubio
Abby Vick

MEMBERS ABSENT: David Giles

STAFF PRESENT: Matthew Hess, Revitalization Administrator
Donald Paredez, Housing Administrator
Michael Beck; Chief Librarian
Jean Moreno, Community Services Interim Director
Monica Schroeder, Administrative Support Specialist
Doug Griffen, Consultant – Advanced Strategy Center
Carl Lundblad – Advanced Strategy Center

The meeting was conducted via Zoom online conference.

1. CALL TO ORDER

Chair Baker called the meeting to order at 9:00 a.m.

2. ROLL CALL

Roll taken. Committee-members introduced themselves.

Ms. Moreno introduced new Committee-member Vick, who shared a brief background of herself.

3. ANNUAL PLANNING AND GOAL SETTING SESSION

Ms. Moreno announced that the purpose of the meeting would be to focus on goals for the Committee and the discussion would result in a report that will be provided to the Committee and Council.

Mr. Griffen facilitated the goal setting process by utilizing an online Committee-member survey. The Committee-members submitted their answers into the online system. Mr. Griffen will compile all responses into a formal report for a future presentation. Highlights of Mr. Griffen's explanation of the process and survey topics included the following:

- Advanced Strategy Lab: Process
 - The Advanced Strategy Lab process is a proven consultative approach that blends electronic brainstorming with expert facilitation.

- Electronic Brainstorming
- Idea Categorization
- Prioritization
- Electronic Survey
- CDAC Session Agenda
 - Our session today will focus on developing the top goals for the CDAC Committee over the next year to support the Glendale community need.
 - Around the table introductions: conducted
 - Your background in Glendale and your role in volunteering: Committee-members shared their information.
 - Ideas to improve CDAC and its impact
 - Feedback on the grant process
 - Review/assessment of Glendale needs
 - Prioritization of Consolidated Plan Goals
 - Assessment of ESG grant funding
 - The one most important goal for CDAC
 - Session feedback, one key take-away
- Survey Questions
 - What do you enjoy most about living in Glendale? What makes it a good place to be for you and your family?
 - How can we improve the CDAC and its desired impact for Glendale in the future?
 - Our standard grant process consists of an open call to City departments and non-profit organizations to submit grant applications for any project that meets basic eligibility requirements for the various funding sources. CDAC vets the applications, hears verbal presentation from each of the applicants, and formulates recommendations for the City Council. What works well about the current process? What could be improved?
 - As a group, we assess the two goals below as the top two goals for the Five-Year Consolidated Plan for FY@020-2024. If we could really double down on each area to create as much progress and impact as possible, what would success look like for:
 - Promote Access to Decent Affordable Housing
 - Increase Access to Public Services for Vulnerable Populations
 - In considering all of the themes from today's session and the desire for CDAC to create a positive impact on the lives of the low to moderate income persons, what is the one thing that you would like to accomplish this year as a team? Why is this area so important for CDAC and for our community?
 - What's the one message that you want to send to the Mayor/City Council about the work and desired impact of the CDAC Committee for Glendale?
 - What did you enjoy most about the session today? What did you find to be the most positive?
 - Do you have any additional comments or observations about today's session or any aspect of the CDAC Committee for Glendale?

General comments by the Committee-members during the online survey included the following:

- Chair Baker surmised that perhaps more people are not volunteering because they may not know of the opportunities and have time concerns.

- Committee-member Rubio voiced accountability and the education factor as ways to improve the CDAC.
- Committee-member Hackenberg expressed disappointment that when the CDAC made funding recommendations to Council, Council changed the choices. Committee-member Hackenberg commented that this is possibly an area where the CDAC needs more alignment with Council. Chair Baker agreed and added that Council can change the recommendations; however, CDAC based the recommendations on the goals from Council.
- Committee-member Rubio stated that the Consolidated Plan governs the use of funds for the public and the City Council approved that document. Committee-member Rubio stressed communication and education and noted that the Committee was taken aback by the funding set aside.
- Committee-member Vick said that it was important to educate new non-profits to apply.

Ms. Moreno stated that this survey process provides staff with direction for the upcoming year and that the very direct and specific feedback will be extremely helpful for this year's work plan. Ms. Moreno explained that Mr. Griffen and his team will compile a report based on the responses, which will be available at the next CDAC meeting for discussion. Ms. Moreno noted that the report will be brought to Council for use with the priorities plan for the upcoming year.

8. NEXT MEETING

The next regular meeting of the Community Development Advisory Committee will be held virtually on August 20, 2020 at 6:30 p.m. or in conference room B-3 of the Municipal Office Complex, located at 5850 W. Glendale Ave., Glendale, Arizona 85301.

9. ADJOURNMENT

Motion by Committee-member Rubio, second by Committee-member Vick, to adjourn the meeting at 11:20 a.m. Motion carried 9 – 0.