



March 31st Meeting Minutes- MME Advocacy Committee

I. Call to order

Chair Baumgarten called the meeting to order at 3:03 pm

II. Roll call

Members present: Matt Baumgarten
Patricia Rayl
Griffin Graham
Jared Olson
Sheryl Mitchell Theriot, Board Liaison

III. Existing Business

- a) Executive Profiles- Committee members discussed ways to recruit for executive profiles as blog/newsletter posts yielded no response from MME membership.
 - i) Committee discussed intended audience and purpose for these profiles in order to better tailor content of the profiles and target segments of the MME membership. Profiles could feature new leaders, regional leaders, those who are new to the State of Michigan, and members of the MME boards. The committee would like to feature unique relationships within the profession like MME members who are siblings or graduated from the same high school.
 - ii) Committee members will develop a system for peer nominations since members seem reluctant to nominate themselves. Members suggested asking any nominee who declines to be profiled to nominate two others instead. Griffin Graham volunteered to create a template of a questionnaire for the profile. Nominees would fill out the questionnaire instead of being asked to create one from scratch.
- b) The committee is also working toward the second goal of the committee: Develop and implement an ongoing process to ensure that municipal executives are represented in partnering organization's committees and task forces where issues impacting the council-manager form of governance are discussed.

- i) The committee reviewed and updated a list of potential organizations that would meet this goal.
 - ii) Committee discussed the idea that many MME members are also members of other professional organizations as our members often wear many hats.
 - iii) The committee will develop a survey for the MME membership to gather a list of potential partner organizations, the role MME members already have in those partner organizations, and the time they have been active. The committee would like to have the survey active by the end of April and will ask the MML for their help in distributing it to avoid relying on the MME listserv.
- c) The committee also discussed the next steps in meeting its third goal: Develop resources highlighting the effectiveness of the council-manager form of governance for use in local deliberations.
- i) The committee will first review existing, similar campaigns from MME archives, ICMA, other state affiliates, or good governance advocacy groups. These would be reviewed at the next meeting so the committee can begin to create a model for updated MME materials.
 - ii) The committee will also begin to create materials for a 50 minute course aimed at elected officials. This can be utilized at future conferences at by the Elected Officials Academy. Member all committee to reviewing materials in advance of the next meeting.

IV. New business

- a) Selection of Vice-Chair- Griffin Graham was nominated as Vice-Chair and unanimously elected as Vice-Chair by the committee membership.
- b) Select Next Meeting Date- The committee set its next meeting for April 28th at 9:00 am.

V. Adjournment

The Chair adjourned the February 24, 2021 meeting of the MME Advocacy Committee at 3:47 pm.