CITY OF PASADENA
REDISTRICTING TASK FORCE
MINUTES
PASADENA CITY HALL
100 NORTH GARFIELD AVENUE
COUNCIL CHAMBER – ROOM S249
SEPTEMBER 21, 2011
REGULAR MEETING

OPENING

The Chair called the meeting of the Redistricting Task Force to order at 6:32 p.m.

ROLL CALL:

William A. Crowfoot, Chair
Richard A. McDonald, Vice Chair
R. Michael Alvarez
Alan Caldwell
Wendelin Donahue
Alex Guerrero
James Marlatt (Absent)
Mary Machado Schammel
Elizabeth S. Trussell

Staff:

Theresa Fuentes, Assistant City Attorney
Mark Jomsky, City Clerk
Alba Iraheta, Recording Secretary
David Ely, Redistricting Consultant
Douglas Johnson, Redistricting Consultant
Joana Amador, Outreach Consultant

PUBLIC COMMENT

No one appeared for public comments.

APPROVAL OF MINUTES AUGUST 31, 2011

It was moved by Vice Chair McDonald, seconded by Member Trussell, to approve the August 31, 2011 minutes as submitted. (Motion unanimously carried) (Absent: Member Marlatt)

PRESENTATION OF REDISTRICTING PROCESS AND CONCEPTS

Douglas Johnson of National Demographics Corporation conducted a Powerpoint presentation providing information on the redistricting process and concepts, and responded to questions. The Task Force was informed of a new online software and redistricting tool that will be available from the Redistricting Task Force website.

The City Clerk offered to email a copy of the Powerpoint presentation to the Task Force and schedule individual one-on-one meetings with the Consultant.

The Assistant City Attorney confirmed there is no violation in the Brown Act by conducting these sessions.

On order of the Chair and by consensus of the Task Force, the materials were received and filed.

DISCUSSION AND APPROVAL OF REDISTRICTING CONSULTANT'S DRAFT WORK PLAN

Douglas Johnson reviewed the proposed Redistricting Consultant's draft work plan, and responded to questions.

The City Clerk provided information regarding the proposed format of having Task Force meetings in every Council District as a way to encourage public participation in the redistricting process.

The Chair asked staff to ensure that Councilmembers are invited to Redistricting Task force meetings when the meeting occurs in his/her district.

On order of the Chair and by consensus of the Task Force, the Draft Work Plan was approved.

REVIEW AND APPOVAL OF PROPOSED PUBLIC OUTREACH PLAN

Joana Amador, Diverse Strategies for Organization, Inc., and the City Clerk presented the highlights and reviewed the proposed public outreach plan, and responded to questions.

The Chair and Member Trussell suggested that Councilmembers inform their constituents of the Task Force meetings at their District meetings, with the City Clerk to make an announcement at Council meetings. The Chair directed Joana Amador to contact Councilmembers' field representatives and provide information regarding the redistricting process and meeting locations.

Following discussion, Member Alvarez expressed his concerns on the use of Social Media. The City Attorney noted that Facebook might be considered a good communication and outreach tool but cannot be made part of the administrative record.

The Chair suggested that the Outreach Consultant meet with City Attorney and City Clerk to discuss the legal and political issues regarding the use of social media as an outreach tool for the redistricting process and return with a recommendation for the Task Force. The Chair asked the City Clerk to update the Task Force on outreach that is conducted at any community meetings.

On order of the Chair and by consensus of the Task Force, the proposed public outreach plan was approved subject to further review of the social media components.

WORK TO BE ACCOMPLISHED BEFORE THE NEXT MEETING/AGENDA ITEMS FOR NEXT MEETING

- Conduct individual one-on-one meetings with the Consultant, preferably before the October 5th meeting
- Report on social media
- Provide update report on outreach
- City Clerk to provide list of dates, times, and locations of community meetings, as they become available
- Consultant, and/or staff, to contact field representatives

COMMENTS FROM TASK FORCE MEMBERS

There were no comments from Task Force members.

ADJOURNMENT

On order of the Chair, the regular meeting of the Redistricting Task Force adjourned at 8:21 p.m.

RD for W. Crowfoot

William Crowfoot, Chair
Redistricting Task Force

ATTEST:

Mark Jomsky
City Clerk