

**CITY OF PASADENA
REDISTRICTING TASK FORCE
JUNE 2, 2021 – 5:00 P.M.
CITY HALL, GREEN ROOM S249**

SPECIAL MEETING

The virtual meeting was convened pursuant to Executive Order N-29-20 issued by Governor Gavin Newsom on March 17, 2020, and was held solely by videoconference/teleconference

OPENING

The Chair called the special meeting of the Redistricting Task Force to order at 5:02 p.m.

ROLL CALL:

Chair Vince Farhat
Vice Chair Rita Moreno (Absent)
Member Geoffrey Baum
Member Francis Chen
Member David Coher
Member Adriana Lim
Member Patrice Marshall McKenzie
Member Margaret McAustin
Member Donald C. Nanney
Member Terry Tornek
Member Jordan Vannini
Member Delano Yarbrough

Staff:

Mark Jomsky, City Clerk
Theresa Fuentes, Assistant City Attorney
Sandra Robles, Recording Secretary

**APPROVAL OF
MINUTES**

It was move by Member Coher, seconded by Member Yarbrough, to approve the May 5, 2021 (Special Meeting) minutes as submitted:

AYES: Members, Baum, Chen, Coher, Lim, McKenzie, McAustin, Nanney, Tornek, Vannini, Yarbrough, Chair Farhat

NOES: None

ABSENT: Vice Chair Moreno

ABSTAIN: None

**PRESENTATION BY THE CITY ATTORNEY'S OFFICE ON
REDISTRICTING LEGAL FRAMEWORK**

Theresa Fuentes, Assistant City Attorney, presented a PowerPoint presentation on the item, including information on recent changes to State law and new process requirements related to redistricting, redistricting criteria, population equality, equal opportunity, FAIR Maps Act details, and responded to questions.

Mark Jomsky, City Clerk, provided information on the upcoming Redistricting Task Force (RTF) Workshops to be held in June, July and August of 2021, a scheduled update to the City Council on July 19, 2021; and responded to questions.

Douglas Johnson and Kristen Parks, National Demographics Corporation, provided information on the redistricting process, and communities of interest; and responded to questions.

Chair Farhat requested that the PowerPoints be posted on the City's website. City Clerk Jomsky responded that staff will distribute the PowerPoints related to both items on today's agenda to the Task Force members and will also have them posted on line for public access.

Following discussion, by consensus of the Redistricting Task Force, and on order of the Chair, the information was received and filed.

PRESENTATION OF PUBLIC OUTREACH PLAN AND ENGAGEMENT STRATEGIES

City Clerk Jomsky provided introductory comments, including introducing Allegra Consulting, Inc., and Tripepi Smith (City consultants) representatives, and responded to questions.

Member McAustin was excused and left the meeting at 6:12 p.m.

Suzanne Madison, CEO, and Brenda Morales, Project Coordinator, with Allegra Consulting, presented a PowerPoint presentation on the item, including information on key messaging, flyers, Social Media strategies, e-mail marketing, educational videos, analytics and report strategies, and digital assets; and responded to questions.

Ryder Todd Smith, President Tripepi Smith, provided information on plan of action to reach out to the communities that are hard to reach, and integration of communication on redistricting, and responded to questions.

Member Lim recommended that staff distribute redistricting information in other languages besides Spanish (i.e. Armenian, Chinese), and perhaps utilize electronic signboards throughout the City.

Chair Farhat recommended that the community workshop information get posted on the City's redistricting page with the ability for the public to print the information.

In response to Member Vannini's request to circulate the Brown Act PowerPoint presentation from the May 5, 2020 Task Force meeting, City Clerk Jomsky and Assistant City Attorney Fuentes responded that the presentation will be posted on the City's Redistricting website, emailed to Task Force members, and provided as a hard copy with the next agenda packet.

Following discussion, on order of the Chair and by consensus of the Redistricting Task Force, the information was received and filed.

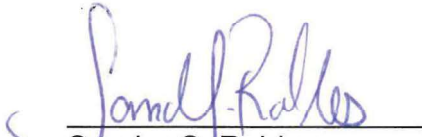
ADJOURNMENT:

On the order of the Chair, the special meeting of the Redistricting Task Force was adjourned at 6:34 p.m.



VINCE FARHAT, Chair
Redistricting Task Force

ATTEST:



Sandra S. Robles
Recording Secretary