



# CITY OF WORCESTER

## CITIZEN ADVISORY COUNCIL

### MINUTES

### CITIZEN ADVISORY COUNCIL MEETING

Wednesday, May 16, 2012 6:00 PM

Worcester Public Library, Saxe Room

Present: District 5, Steve Genduso, Chairperson (arrived 7:00pm-at CAC speaking event)  
District 1, Pedro Figueroa, Vice Chairperson  
District 1, Richard Trifone  
District 3, Craig Olson  
District 4, Christopher Roberge  
District 4, Theodore Kostas  
At-large, Coreen Gaffney

Absent: District 5, Margaret Manoogian  
District 3, Christopher Condon

Guest: Judy Warren, Cable Services

Staff: Jeannie Michelson, Human Resources

1. Pedro called the meeting to order at 6:35pm.
2. It motioned and voted to approve the minutes from the meeting of 4/18/12.
3. Judy Warren presented public service announcements used for Union Station, as well as older PSA's for boards and commissions to give board an idea of what can be done.
4. Chris wants to do one for YouTube. – Chris said that YouTube can track stats of people watching and how long they watch and even at what point in the video they stop watching.
5. We could have thumbnails on the board/commission page that take the viewer to the YouTube page.
6. Steve said that the chairs from each board should do the PSA for their board/commission.
7. Judy talked about having a theme. She discussed the last theme, Mission Impossible, which was used for a series of videos. She discussed her idea of using a “football stats” type of format but that it was up to the CAC to decide what type of theme to use.
8. Steve has agreed to go on “Worcester in Focus” with Colleen Banford on Channel 3 as well as the Jim Polito Show and the Gary & Gary Experience.
9. Pedro has agreed to go on the Coffee with Konnie show and the Jordan Levy Show.
10. Chris Roberge has agreed to attend the Senior Center to go on the Senior Scoop show.
11. Discussion about having bulleted talking points to try to be consistent.
12. Subcommittee Feedback:
  - a) Qualifications:
    - (1) Add which board is completing survey
    - (2) Use number scale on questions 2 – 5
  - b) Rules and Procedures:
    - (1) Check on 48 hour notice (Is Saturday considered a posting day)
    - (2) Check with City Manager – Do the rules have to be approved by him

13. Steve discussed the event he was at earlier tonight at the YWCA. It was a group involved in a program for young parents. The topic was how to get involved in government. Steve spoke at the meeting and left information. He encouraged them to go on the website.
14. Jeannie will send out an updated list of vacancies.
15. The next meeting is scheduled for **June 27, 2012 at 6pm at City Hall, Levi Lincoln Room, 3<sup>rd</sup> Floor**. A business meeting will be held promptly at 6pm for election of officers and to finalize and approve documents from subcommittees. Following the business meeting is the selection meeting at 6:30pm.
16. Meeting was adjourned at 7:45pm.

/jmm

Approved: 6/27/12