

Meeting Notes  
Redistricting Group Working Committee  
January 18, 2012

**Members present: Jeanne Massey (convener), Marge Dolan, Jan Sandberg, Lyall Schwarzkopf, Todd Ferrara, Andrea Rubenstein**

**Members absent: Barb Lickness, Terra Cole, Barry Clegg, ex officio**

**Guests: Mike Dean, Common Cause**

Jeanne Massey agreed to serve as the facilitator for the meeting. Jeanne reviewed the meeting objectives. Note that we will need to create a committee report for the Redistricting Group which will hopefully meet soon.

There was some discussion about the purpose of the meeting—to develop a plan to solicit public commentary or to decide how to convey educational information. Did the Redistricting Group plan to emulate the process used by the Courts to solicit ideas before the first draft plan? The committee generally agreed that the intent was to not follow the Court’s model, but to include several review steps of the proposed plans. Ideas will be solicited as part of comment at public hearings. Ideas may also be submitted to the Redistricting Group via the redistricting mailbox ([Redistricting2012@minneapolismn.gov](mailto:Redistricting2012@minneapolismn.gov)).

Andrea, who is a member of the operations committee, reported that we have just now had the capability to generate maps as data have just been loaded. Last year, the hope was to start generating maps sooner but it took some time to load the census data.

### **Agenda Item #3: Develop Video Broadcast Interview Concerning Redistricting Process**

There was general agreement that the committee should first focus on the production and distribution of a short video.

The **format** could be a scripted interview with one interviewer and one or two respondents (Barry Clegg and a member of the Advisory Group). Kent Robins might be a good interviewer option. Length should be as short as practicable, perhaps 15 minutes. Ideally, the video would be accessible in multiple languages. Many videos on MTN now use a voice-over format.

The **content** would reflect the content now on the website (which has been reviewed by the City Attorney) that describes the redistricting process with an intent to both educate viewers and encourage them to become involved. The final script should be reviewed by the City Attorney.

**Production** will require the support of an experienced firm such as MTN to help refine the script and produce the video.

**Uses** include an MTN broadcast, the City website, YouTube, neighborhood and other group meetings. It might also be used as the beginning of public hearings but another method might also be useful there. Note that any meeting use would require a computer, projector and screen.

**Distribution** would require the help of the City Communications department and Neighborhood and Community Relations (NCR). Communications can help refine press releases and other content and both have lists of recipients for any press release about the video in particular and redistricting news in general.

**Agenda Item #4: Prepare Educational Materials (a) for Public Hearings and (b) for Distribution at Public Hearings, Outside Public Hearings and Electronically.**

Discussion focused on types of printed materials. Content should focus on redistricting background and a list of resources. The focus for distribution will be neighborhood groups, cultural/ethnic groups, business organizations, other nonprofits such as the League of Women Voters working through the City Communication Department and NCR.

Possible materials include:

- Handouts for public hearings

- A tri-fold brochure to distribute to neighborhood groups

- Press releases (when video is released, to advertise all public hearings)

**Agenda Item #5: Discuss Frequency and Timing of Public Input Sessions**

Andrea reported that the Operations Committee has tried to draw some practice maps to get an idea of how the process works. The next step is to incorporate the principles and age to produce a real draft map sometime in early March or late February after the February 23 deadline for the Legislature/Court. The goal is still to produce draft maps at a public meeting. Lyall reminded the committee that the four public hearings were intended to include two meetings for the purpose of education about redistricting, one meeting to review the initial draft map and one meeting to include the final draft map. After the fourth public hearing, the Redistricting Group would meet one more time to consider public input, make changes as it deems appropriate, and forward the revised final map to the Charter Commission. While there is no guarantee that the Charter Commission will accept the final map, it is likely that it will do so. However, final approval is the responsibility of the Charter Commission.

The final deadline for the Charter Commission to adopt a map is April 3, 2012. Working backward from that date, and after some discussion, the committee proposed the following dates. Note that it is important to include dates for publishing the seven-day public notice for public hearings and all Redistricting Group/Charter Commission meetings. Also, it is likely that some meetings of the Redistricting Group will span several dates.

The public can submit maps or map ideas at any time. However, to be considered early, submit early. The Redistricting Group will consider maps as public comment.

The committee does not propose creating a speakers bureau or similar for public presentations. Groups interested in a presentation are encouraged to attend one of the public hearings. Mike noted that Common Cause will be making presentations to community groups.

Public hearing sites should accommodate about 100 people, have AV equipment available, free parking and be accessible. The Operations Committee will work with the Commission Coordinator to handle the

logistics. Possible locations include the Central Library or Convention Center (if free parking is available), Park Board headquarters, park centers, and schools.

<u>Public notice published</u>	<u>Redistricting Group Meeting</u>	<u>Public Hearing</u>	<u>Purpose</u>
January 19-30??	January 26-February 6??		Approve schedule, media ideas
February 9		February 16	First educational hearing—held north or south
February 14		February 21	Second educational hearing—held north or south
February 16	February 23		Redistricting Group-Draft first map
February 20	February 27		Redistricting Group-Draft first map
February 22	February 29		Redistricting Group-Draft first map
March 1 Includes draft map		March 8	Public reviews first map—central location
March 5	March 12		Redistricting Group reviews public comment and draft second map
March 5	March 13		Redistricting Group reviews public comment and draft second map
March 14 Includes draft/final map		March 21	Public reviews final map—central location
March 20	March 27 Too late—must be before March 26		Redistricting Group reviews public comment and make changes to final map
March 20	March 29 Too late—must be before March 26		Redistricting Group reviews public comment and make changes to final map
March 15-18	March 22-25		Redistricting Group reviews public comment and make changes to final map
March 15-18	March 22-25		Redistricting Group reviews public comment and make changes to final map
March 26 Includes final map	Charter Commission meeting April 2		Charter Commission approves final map (rescheduled from April 4)

### **Set Next Redistricting Group Working Committee Meeting**

This will be determined after review of the possible dates for a Redistricting Group meeting, possibly just before the next Redistricting Group meeting.

### **Committee member assignments:**

Todd Ferrara will contact Matt Laible in the City Communications department.

Jeanne Massey will contact MTN and possibly other video firms.

Andrea Rubenstein will prepare a first draft of video content and circulate it to committee members for comment.

Jan Sandberg will contact NCR about assistance with distribution. Jan will also analyze the distribution network used last spring when soliciting members for the Advisory Group.

Operations Committee will find locations for all meetings and arrange for AV equipment and other logistical details.

All emails circulated among committee members will be copied to the general email ([Redistricting2012@minneapolismn.gov](mailto:Redistricting2012@minneapolismn.gov))