



Mayor's Commission on Well-Being
MINUTES

Mayor's Commission on Well-Being
Wednesday, March 4, 2020
3:30pm

City of Prescott
201 S Cortez
PRESCOTT, ARIZONA
PHONE NUMBER

Minutes of the Mayor's Commission on Well-Being held on March 4, 2020 in the Council Chambers at 201 S. Cortez, Prescott, Arizona.

1. **CALL TO ORDER**

John Murphy called the meeting to order at 3:32pm.

2. **ROLL CALL**

John Murphy- Chair
Peg Travers- Co- Chair
Jesse Burke- not present
Kristy Everson
Terri Farneti
Cecelia Jernegan
Vickie Johnston-not present
Lori Kennedy
Bonnie McMinn
Mayor Pro Tem Orr
Kelly Tolbert- staff liaison

Peg Travers, Co-Chair, moved to approve minutes of 2.5.2020 meeting, seconded by Cecelia Jernegan; Passed unanimously.

3. **DISCUSSION/ACTION ITEMS**

A. Review of Vision & Mission

Short discussion about using the Southwest Region or America and is it attainable to be the premier city of well-being in America versus the Southwest. Cecelia has polled random people in the community to get their thoughts. John says that we are up for competing with any city in America and that it may get us national attention. Cecelia says she was talking with the staff at the Chamber of Commerce and that in her career traveling all around opening hotels, small Midwestern towns all think their towns are the best, a notable trend and in her opinion there is no place like Prescott. Kristy agrees and references Arizona's state rankings in 2017. John says it is a grand goal with a focus on Prescott citizens and is attainable and legitimate. Billie says it is important to add it to the mission. Peg comments on Kristy's study of what Gallup has done and asks if it is attainable. Again referencing the 2017 study, Kristy feels it

is attainable. John says that it will take the same effort but bigger vision. Lori says that the vision is our goal. Is it something measurable and that we could start with the Southwest, then alter the vision in the future. If the vision doesn't change year to year then include America. John says we can make a stake in the claim and our city is unique in a competitive market. Peg hears a consensus on changing the wording in the mission from "leading" to "premier" and "Southwest" to "America".

Terri Farneti moved to approve the amended vision statement, seconded by Cecelia Jernigan: Passed unanimously.

A. Identify Talking Points

Billie has researched some items since the last meeting. She recommends if we are following a model then to follow it one hundred percent. She iterates staying with the Gallup Poll model to include the concept of "purpose/career". There is discussion about purpose versus career. Lori says is the Gallup poll is our model then she is in agreement and the group agrees. Kristy watched the latest podcast from the Director of Gallup and he kept bringing up purpose. Peg brings up our blueprint for our plan.

Bonnie McMinn moved to approve adding purpose to the 5 pillars/initiatives, seconded by Kristy Everson: Passed unanimously.

Referring to the visual John says 4 pillars are a good place to spring board our discussion. Lori expresses concern about getting into too much detail. John reminds us that there are two audiences for our letter. Lori says we have multiple platforms for communicating our message. John Heiney, Communications Outreach for the City, says there is a communications based database that is not often used but has a high success rate. Some options for communications via the City include Facebook, website, and announcements on the radio/PSAs. Lori asks about developing a communication plan; John Heiney responds that the City has lots of presence on the radio plus the PSAs. Billie says that there has already been some talk about the commission (on the radio) and Bonnie mentions the Mayor's monthly communications as a channel for the launch letter. John Heiney says there are opportunities for a one off letter as well.

Billie asks about the webpage and Facebook ; who all has it. John M. asks John Heiney how to go about creating the Facebook posts. John Heiney says to create the message and send it to him. Discussion about the message coming from the committee member to the staff liaison to John Heiney. The recommended frequency of posts is 3x keeping in mind that there are other posts being generated. Cecelia says that we can all share/repost but keep in mind about comments and Open Meeting Law. Discussion on a comment that was made in the past. Lori asks about who is responsible replying to comments made on City posts, and John Heiney says he is that person and if something goes missed to let him know. He says that radio is a powerful medium for Prescott. John M. asks about any TV opportunities and is answered with Channel 64 and the Mayor's Prescott Today Show. Billie says the City Manager does Facebook Live sessions as well. John says our main mission is to amplify what is already out there. It doesn't have to be new content always. Cecelia asks about doing a survey, how can we administer it to the public? There is a cost associated. John Heiney mentions an upcoming survey done through Constant Contact. John M. says we want to engage the citizens to find out what they want. Peg asks about budget. Billie says City Manager will be able to help a bit. John Heiney says many of the approaches already discussed are budget friendly.

Talking points- Lori volunteers to draft a letter as a starting point. And the one to the businesses is more behind the scenes. Cecelia agrees about the businesses wanting to know how to get involved. Kristy says to keep it simple, include an ask for information. Lori says the letter will help as a guide to help us launch initiatives to the community. Billie and Peg disagree and think the two letters should be a parallel movement. No press releases have been created yet. Lori agrees to start with a document as a

beginning step. Cecelia agrees with keeping it simple. Start with our goal, then cut it down to make talking points. John Heiney says it can morph into content for our Facebook posts. Billie says the more versed with what we've been sharing the better. The Gallup Well-Being page is a wonderful and interesting resource. Bonnie asks if we want to complete the survey. John Heiney will help and provide a medium to distribute it. John M asks about the social media content and suggests having it on a schedule. Lori asks John Heiney how many questions should be on the survey and he recommends about 10 and leaving it available for at least a month. He also suggests questions that rank things in an order. Depends on what we want to know but minimize the comments sections, focusing on data. Can do focus groups if needed later. Billie likes the idea of having 10 survey questions. John and Peg offer to help create the survey. Bonnie suggests to look at Gallup's data is driven.

Peg says we will have a draft of a letter and survey and that should help us with an idea of events (given 90 days in the second half of 2020). Billie says she will help with the survey to include two questions for each of the five pillars. Cecelia brings up the YCCA Home Show as a way to reach the public and asks if there is a Prescott based event like that. Lori asks if there could be a smaller brainstorming committee for events. Cecelia offers to take that on since she is already doing a lot of that. She offers to bring those ideas to the community. Peg says we cannot talk about well-being and not talk about Corona virus. We can be helpful in the level of panic; being aware that it is a hot topic. Terri says all pertinent information is available on the County website and the City site is linked to it. Billie says we do not, as a City committee, put out info but rather share valid info that is already available. Terri did a press release earlier today directing people to the press conference conducted by the State, where tests have been completed, and confirmed cases via CDC. Cecelia asks how to share that info and Terri says direct people to the County website. John says our purpose is more lifelong well-being versus managing the trenches. Peg says that the question is going to come up. Consensus to direct questions to the County Health Dept web page. John says once we're established we can thank the people involved in helping manage the efforts.

Kristy says she found all of the questions asked in the Gallup poll. Lori votes for not reinventing the wheel. John says he agrees doing micro surveys in the future to examine the areas more closely. He thinks if we're asking about all 5 pillars, we may lose engagement. Lori says we can look at events and see how we can integrate our pillars into national campaigns. Peg says that we will do that for 2021. John says surveys are engagement, low budget friendly. Order is to get the letters out and press releases.

Kristy refers to items listed on the Gallup site available to us- and all of the indexes listed such as work environment index, basic access index, healthy behavior index, etc.

Methodology is on a different site. Billie asks if we can use their information verbatim but Kristy says it is copywrited. John says our communication to our citizens is that based on Gallup's survey. Discussion about Naples, FL and gearing their HR Department around Blue Zones. Lori asks are we creating measurable goals as far as explanation for what our purpose is.

Billie says Vitalyst is a company offering to help us with goals; Kristy says that their goals are similar to newcities.org

Billie brings up about ERAU Town Hall Meeting where they come up with goals for the State for strong families. Billie says a future topic for Town Hall is healthy communities. Discussion about our meeting schedule. Peg says to keep the agendas small and manageable.

Lori says in addition to a letter we need a communication plan. Determining a point person and a social media post schedule. Letter, communications plan, survey, press releases, website and Facebook.

Kristy mentions a document/plan her company had generated lining out how to conduct research first and importance of access to basic need; to our pillars regarding the Gallup methodology (Gallup survey questions). Lori recommends when formulating the survey questions, keep questions that don't make the survey as future content for social media posts.

Cecelia says respondents will answer a certain way. John says the intelligent way of communicating to our research respondents will handle that. Terri says the surveys the County did in 2012 and 2017 received a lot of extra commentary. She recommends simple as better. Bonnie says to keep within our wheel for our questions.

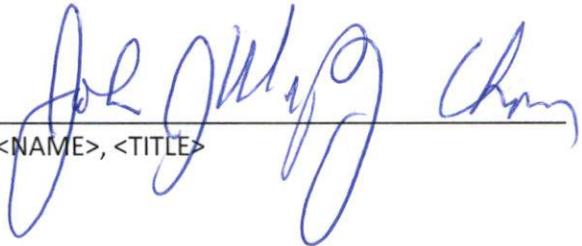
Cecelia mentions the Arizona We Want Survey that became very political and a group of people conducted another survey using the same questions for a Prescott We Want Survey and determined that the answers matched despite the respondents for the Prescott one being very small in number. She says that surveys have been conducted that were successful. John says to rename it a quiz because people like those better than surveys and surveys get a lesser response rate.

4. Future Agenda Items

- Review draft of letter
- Review Survey questions
- Conducting research
- Discuss Communications Plan

5. Adjournment

There being no further business to discuss John Murphy adjourned the meeting at 4:55pm.



<NAME>, <TITLE>

ATTEST:



<NAME> <TITLE>