

MINUTES OF THE COMMUNITY ENGAGEMENT TASK FORCE, IN REGULAR MEETING OF MONDAY, OCTOBER 3, 2022 AT 5:30 PM, SOUTHEAST REGIONAL LIBRARY, ALCOTT ROOM, 775 N. GREEFIELD ROAD, GILBERT, ARIZONA

MEMBERS PRESENT: Chris Curley; Katie Hackett; Alexandra Rodriguez; Javier Rodriguez; Christine Sabel; Heather Watts; and Alternate Suzanne Lunt

MEMBERS ABSENT: Iya Affo, Amy Holstein, Sean Warren and Alternate Bus Obayomi

STAFF PRESENT: Staff Liaison/Volunteer and Community Resources Manager Melanie Dykstra, Fire Chief Rob Duggan, Chief People Officer Nathan Williams, Senior Project Manager Toby Crooks

GUESTS PRESENT: Gabriel and Bobbie Kotriba, Gilbert residents

CALL TO ORDER

Chair Hackett called the meeting to order at 5:30 p.m.

PLEDGE OF ALLEGIANCE

Vice Chair Warren led the Pledge of Allegiance.

ROLL CALL

Staff Liaison Dykstra called roll and declared a quorum present.

WELCOME AND INTRODUCTIONS

Chair Hackett welcomed everyone and asked those present who were not members of the Task Force to introduce themselves. Those in the audience introduced themselves.

TASK FORCE MEMBER WARM UP – ENERGY CHECK-IN AND WEEKLY HIGHLIGHT

The Community Engagement Task Force (CETF) members participated in the warmup exercise by sharing plans for fall break and future vacations.

AGENDA ITEMS

1. Consider approval of the minutes of the September 12, 2022 meeting

A MOTION was made by Member J. Rodriguez, seconded by Member Sabel, to approve the minutes of the September 12, 2022 meeting. *Motion carried 7-0.*

2. Mental Health First Aid Presentation

Senior Project Manager Toby Crooks was introduced and shared his prior work history supporting employees struggling with mental health issues. He also shared that the Town of Gilbert would be starting a peer-to-peer support group using the Mental Health First Aid program as the training, noting that with 1-5 people having mental health issues it was an area of concern. He said the training program was available for youth, adults, and teens. Crooks likened the program to Cardiopulmonary Resuscitation (CPR), stating it would give the individual the ability to handle the situation at the time but then turn it over to professionals after helping initially. He said the main theme was ALGE – Assess, Listen, Give, and Encourage and the program would help us become better people by supporting others and teaching people to ask if others were okay. He added that the training provided confidence in simple guidelines.

There was a question from Gilbert resident Bobbie Kotriba on whether there were classes the public could attend, and Crooks indicated yes, they were available to everyone. In addition, Staff Liaison Dykstra noted there were flyers in the information packet provided to the Task Force members that outlined the program and how to take a course. Alternate Lunt asked if any person could contact the provider and sign up for a course, and Crooks answered yes, and often at no cost.

3. Review and discussion of priority area of Mental Health and Suicide Prevention

Chief People Officer Williams began with a brief review of the meeting last month and on starting points for question zero and generating discussion amongst the members. Members all agreed that it was important to reduce the stigma of mental health and that when real people shared experiences and were vulnerable, it was helpful. They also discussed how resources could be utilized but said those resources must be known in order for people to connect to them, which was why raising awareness was so important. The discussion started centering around how to provide the knowledge of resources to those who would need it.

Member A. Rodriguez shared an idea to present at the Farmer's Market and other Town events. Member Watts spoke about having a specific website. Member

Curley felt that it would be necessary to have multi-platforms to reach all ages and modalities. Member A. Rodriguez noted it was important for people to have access to crisis services and also highlight the issues with ideation. Alternate Lunt shared how at times situations could be overwhelming, even a moment of time, and that could be difficult to deal with, which was when it needed to be okay to ask for help and find it. Member J. Rodriguez highlighted that connecting was important and talked about the program “Be Connected” that helped the military focus on connecting resources to veterans, adding there needed to be a feeling that people were connecting to hope.

Member Sabel asked if the Town of Gilbert had the resources to take on a marketing campaign or was that the job of the Task Force. Staff Liaison Dykstra shared that the Task Force would first provide recommendations and it would not necessarily be their role to implement certain action items.

Member J. Rodriguez inquired on how it was best for the Task Force to make a recommendation. Staff Liaison Dykstra responded that it would be captured during the current meeting and during additional meetings. Member J. Rodriguez’s recommendation would be to update the Community Resources resource page on the Town of Gilbert (TOG) website to better highlight and locate mental health resources.

Staff Liaison Dykstra brought up the TOG website to review the current layout, and Member J. Rodriguez asked if it was possible to add mental health as a tab on the Community Resources page. He also requested data about the volume of traffic to the Community Resources Guide and different pages. Chief People Officer Williams also shared how links could exist in other locations but link back to the same pages so people could find information in different sections, such as adding Mental Health resources to the “how do I” section. Staff Liaison Dykstra responded to those questions by indicating she would research what was possible.

Assistant Town Manager Rhineheimer shared some additional information about Community Planning that included:

- a. Tailor your efforts to your community
- b. Celebrate what has already been done
- c. Highlight what work still needs to be done
- d. Describe the direction you plan to take or vision of the efforts
- e. Keep working together

Other suggestions from the members included a recommendation to create a proclamation from the CETF for May, Mental Health Awareness Month, and

September, Suicide Awareness Month. It was noted that a request for the lighting of the water tower could be in conjunction with these proclamations.

Members discussed possible action items related to a social media campaign including the following:

- Member J. Rodriguez asked if the Digital Team would be available to do a presentation to discuss what it would take to bring messages forward.
- Alternate Lunt recommended adding a Quick Response (QR) code or information to utility billing and putting QR codes in different areas of Town that would link to mental health resources.
- Member J. Rodriguez recommended leveraging existing Town special/public events to inform others of the CETF.
- Chair Hackett also recommended that as the CETF moved on to different areas that those techniques may also be applied for all the issues facing the Town of Gilbert.

Staff Liaison Dykstra requested that CETF members ask people they knew to test the accessibility for mental health resources on the Town's website and bring back suggestions for improvement, adding it also included the resources listed in the Community Resource Manual.

Assistant Town Manger Rhineheimer helped summarize the conversation by the members, highlighting a three-pronged approach with what was heard as possible action items:

- a. Promoting awareness of existing resources
 - Some potential action items:
 - Create website or consolidated links
 - Social media campaign to promote awareness of this
 - Water bill inserts
 - Farmers market booth with brochure of resources
 - Proclamation
 - Water tower lighting
- b. Promoting positivity around mental health (reduce stigma)
 - Some potential action items:
 - Social media campaign
 - 12-hour walk (an idea like this)
 - Public Service Announcement (PSA) with different voices and real experiences
- c. Promoting inclusivity in support of mental health (human belonging)
 - Some potential action items:
 - Encouraging Town-sponsored or Town-partnered events with broader base of cultural awareness and recognition

- Participation/awareness for Martin Luther King, Jr. (MLK) Day, etc.
- Participation/awareness for Global Village Fest to promote inclusivity
- Promote Town participation in public events like the Unity Walk, Pride Parade, MLK Parade, etc.

The final discussion was on next steps for the group. Member Curley requested that next month be a learning phase for the Task Force and include presentations on resources available to the different age groups, specifically hearing from schools on their work with youth/teens, 211 for mid-life, and an agency that worked with the elderly. Staff Liaison Dykstra responded she would confirm the availability of speakers for the next meeting.

In addition, Assistant Town Manager Rhineheimer shared that next steps for the CETF was to discuss the journey of the CETF and provide the early recommended action items at the Council Retreat in December. She said those items could include budget requests if necessary. To start preparing for that meeting, the members were asked to email Chair Hackett any additional action items they would like considered that would meet the three-pronged objective. Considerations to keep in mind were how much investment it may require of the action item and the impact the action may have on the goal.

A clarifying question from Member J. Rodriguez was if they were required to provide financial impacts for action items. For example, if they asked for an update on Town’s website, was there a way to quantify the approximate amount of time and financial resources to make that happen. Staff responded that depending on each individual requested action item, we may be able to provide some financial impact.

Member J. Rodriguez also suggested the Task Force set May as the goal to bring awareness to the community.

4. Discussion and assignments of actions items for Community Engagement Task Force (CETF) members

Members were asked to email Chair Hackett the top suggestions on how to raise awareness before the November meeting, keeping in mind the impact and investment needed for each action item. This information would be reviewed at the November meeting to prepare information for the Council Retreat report out.

COMMUNICATIONS FROM CITIZENS

Chair Hackett led the Communications from Citizens portion of the agenda.

There were no requests to speak.

FUTURE MEETING SCHEDULE AND TOPICS

Future agenda topics may be requested and compiled for a list of potential agenda topics; however, the merits or details of the items may not be discussed until placed on an agenda.

There was no additional discussion.

COMMUNICATIONS

Report from Council Liaison on current events.

Council Liaison Tilque was absent.

Report from Staff Liaisons on task force assignments and current events.

Staff Liaison Dykstra provided upcoming event information including Arizona Town Hall, Listen and Learn Event in Chandler, Make a Difference Day activities, and the Phoenix Pride Parade. She said the homework sheet would also be sent out electronically so members could access the links, including the Mental Health First Aid with a follow up note on their action items for November.

She also stated the next meeting would be on November 7, 2022.

Report from Task Force Members on current events.

Member J. Rodriguez stated he would be attending the Connections to Hope Event from Teen Lifeline that upcoming Friday.

ADJOURN

Chair Hackett adjourned the meeting at 7:24 p.m.

ATTEST:

Katie Hackett, Chair

Melanie Dykstra, Staff Liaison