

# MAYOR & COUNCIL AGENDA COVER SHEET

**MEETING DATE:**

August 10, 2009

**CALL TO PODIUM:**

**Britta Monaco, Director  
Department of Community and  
Public Relations**

**RESPONSIBLE STAFF:**

**Britta Monaco**

**AGENDA ITEM:**

(please check one)

<input type="checkbox"/>	Presentation
<input type="checkbox"/>	Proclamation/Certificate
<input type="checkbox"/>	Appointment
<input type="checkbox"/>	Public Hearing
<input type="checkbox"/>	Historic District
<input type="checkbox"/>	Consent Item
<input type="checkbox"/>	Ordinance
<input type="checkbox"/>	Resolution
<input type="checkbox"/>	Policy Discussion
<input checked="" type="checkbox"/>	Work Session Discussion Item
<input type="checkbox"/>	Other:

**PUBLIC HEARING HISTORY:**

(Please complete this section if agenda item is a public hearing)

Introduced	
Advertised	
Hearing Date	
Record Held Open	
Policy Discussion	

<b>TITLE:</b>
<b>Committee Evaluation Project</b>

<b>SUPPORTING BACKGROUND:</b>
<p>As we are doing with almost all phases of operations, an evaluation of the City of Gaithersburg’s Boards, Committees and Commissions was undertaken to ensure that volunteer experiences are valuable and rewarding, that our committees continue to bring added value to the community, and that the efforts of these committees are helping us attain our goals in line with our strategic directions.</p> <p>Through the evaluation process we concluded that changes to the nature and structure of the City’s advisory committees could help improve efficiency and effectiveness. Those recommendations will be presented at this Work Session.</p>

<b>DESIRED OUTCOME:</b>
<b>Direction from Mayor and Council on recommended modifications to committee structure and administration.</b>



# City of Gaithersburg Committee Evaluation Project

Mayor and City Council Work Session Presentation  
August 10, 2009  
by Britta Monaco, Director  
Department of Community and Public Relations



*Gaithersburg*  
A CHARACTER COUNTS! CITY



# Project Purpose

- Ensure that volunteer efforts are valued, that staff and volunteer time and resources are being used effectively, and that committees are contributing a value-added function to the City based on established priorities.
  - Are committees aligned with strategic directions?
  - What are they accomplishing?
  - How are they structured?
  - What modifications are needed to increase effectiveness and efficiency?



# Value Added to the City of Gaithersburg

- Committees:
  - Allow City leadership to actively listen to community and engage in two-way dialog
  - Provide unique, community-based perspective and tap into experience and expertise
  - Supplement staff efforts, extending our workforce
  - Offer volunteerism opportunities to residents
- Members serve as Gaithersburg ambassadors



# The Process

- November, 2008
  - 20-question survey sent to all Committee staff liaisons
- January – March, 2009
  - Results analyzed (Exhibit A)
- April, 2009
  - Executive Summary prepared, reviewed with City Manager
  - Suggested modifications provided to Committee staff liaisons. Feedback solicited.



## The Process (cont.)

- April, 2009
  - Liaison comments presented to SLT for discussion
- August, 2009
  - Staff recommendation presented for discussion at M&CC work session



# Advisory Committees Aligned with Strategic Directions

- **Economic Development**

Proposed Name:

## **Economic & Business Development**

- Strengthen emphasis on comprehensive approach to economic development in Gaithersburg by making this a more overarching committee
- Ensure broad-based, well-balanced representation with term limits, allowing for maximum strategic input



# Advisory Committees (cont.)

## ○ Economic Development (cont.)

- Establish “special purpose” committees or task forces (permanent or ad hoc) to address specific industries or geographic areas, pulling in appropriate staff/volunteers.

Examples:

- Olde Towne Advisory Committee (already exists)
- Financial/Banking Initiatives (already exists)
- Blight Abatement
- Industry specific (Biotechnology, Hospitality, etc.)
- Provide input to KCA/Kentlands Downtown Committee (incorporate elements of Market Square Advisory Committee as appropriate)



# Advisory Committees (cont.)

- **Public Safety**

- Police Chief's Advisory Council**

- Council allows for the flow of information between community and Police Department and keeps citizens informed of policy and procedure changes that impact the community. It is also a requirement for reaccreditation.
    - Set term limits and criteria for membership to allow for demographic and geographic diversification



## Advisory Committees (cont.)

- **Environmental Sustainability**

  - Environmental Affairs Committee**

    - Committee is both advisory and task-oriented, coordinating such things as clean-up days and annual Environmental Awards, as well as advising on environmental issues throughout the City
    - Establish term limits to encourage attendance, allow for new volunteers and new ideas



## Advisory Committees (cont.)

- **Youth and Education**

Proposed Name:

**Educational Enrichment Committee**

- Combine the initiatives of the Education Committee and the CHARACTER COUNTS! Steering Committee
- Incorporate diversity themes into education initiatives wherever possible
- Establish term limits to encourage attendance, allow for new volunteers and new ideas



# Advisory Committees (cont.)

- **Community Services**

- Community Advisory Board**

- Committee identifies needs and explores gaps in services to ensure City's grant allocations are going to highest and best use
    - Establish term limits to allow for new volunteers, different perspectives



# Advisory Committees (cont.)

- **Community Services**

- Multicultural Affairs Committee**

- Continue committee's mission to heighten awareness of cultural similarities and differences and improve interactions between cultural communities
    - Establish term limits to encourage attendance, allow for new volunteers and new ideas
    - Set membership criteria to ensure appropriate balance of ethnic and geographic diversity



## Advisory Committees (cont.)

- **Senior Services**

Proposed Name:

**Gaithersburg Council for Successful Aging**

- The committee serves as a valuable link between the Senior Center membership and staff, communicating suggestions related to programs, events, services, and facilities
- Members serve as advisors on older adult issues and advocate for the needs of Gaithersburg's aging population



# Advisory Committees (cont.)

- **Senior Services (cont.)**

- Establish term limits to encourage attendance, allow for new volunteers and new ideas
- Set membership criteria to ensure appropriate balance of ethnic and geographic diversity



## Advisory Committees (cont.)

- **Cultural Arts**

- Cultural Arts Advisory Committee**

- This would be an over-arching organization advising on improvements to the quality of life in Gaithersburg through the promotion and nourishment of the arts.
    - Establish term limits and set membership criteria to ensure appropriate balance, encourage attendance, allow for new volunteers and new ideas



# Advisory Committees (cont.)

## ○ Cultural Arts (cont.)

- Establish “special purpose” committees or task forces (permanent or ad hoc) to deal with specific issues and opportunities.

Examples:

- Art in Public Places (already exists)
- Book Festival (already exists)
- Cultural Arts Master Plan Update



# Advisory Committees (cont.)

- **Transportation**

- Transportation Committee**

- Establish a new advisory committee to provide input on such issues as:
      - CCT Alignment and Advocacy
      - Pedestrian Safety
      - Transportation Alternatives
      - Other issues....
    - Existing mission of Bicycle/Pedestrian Safety Advisory Committee would be incorporated



# Incorporated Functions

- Two committees have missions that cross several strategic initiatives. Instead of operating as separate entities, their core functions could instead be distributed as appropriate. Staff will develop a plan for using the resources of the:
  - **Communication Committee**
  - **Technology and Innovations Committee**



# Recommended Committees

- **Regulatory** - Codified functions – no change to existing committee structure:
  - Animal Control Board
  - Board of Appeals
  - Board of Supervisors of Elections
  - Commission on Landlord-Tenant Affairs
  - Ethics Commission
  - Gaithersburg-Washington Grove Fire Dept.
  - Historic District Commission
  - Historic Preservation Advisory Committee
  - Personnel Review Board
  - Planning Commission



# Recommended Committees

(cont.)

- **Advisory**

- Economic & Business Development
- Police Chief's Advisory Council
- Environmental Affairs
- Educational Enrichment
- Community Advisory Board
- Multicultural Affairs
- Gaithersburg Council for Successful Aging
- Cultural Arts Advisory Board
- Transportation



# Committee Membership & Administration

- **Structure:** Staff establishes membership criteria such as residency, skill sets demographic make up, industry representation, etc., determines committee size and meeting frequency.
- **Appointments:** Staff recommends appointment considerations to Mayor and Council based on established criteria
- **Term Limits:** Term limits are recommended for all committees that are advisory in nature. Terms would be determined by staff based on needs of the committee.



# Membership & Administration

(cont.)

- **Attendance:** Establish a set number of absences after which dismissal from the committee may be considered
- **Council Liaisons:** Recommend rotating annually to provide maximum exposure to elected officials and varied input to committee
- **Recruitment:** Outreach coordinated through the Department of Community and Public Relations
- **Website:** Standardize listings to include description, membership, terms, minutes, calendar of meetings, events and activities, summary of accomplishments/outcomes



# Reporting

- Written minutes kept for each committee meeting using standard template
- Each committee to brief Mayor & Council on initiatives and accomplishments at regular intervals. This could include:
  - Work Session presentation
  - More structured reporting format within existing Monthly Report
  - Some other specific reporting tool
- Annual review of committee results to assess effectiveness and evaluate continuance



# Establishment of New Committees

- For non-regulatory committees, Mayor and City Council identify strategic need (i.e., “Citizen input is desirable in determining X”) and make final appointments
- Staff creates structure and process
  - Nature of committee (permanent/ad hoc)
  - Membership criteria & terms
  - Recommendations for appointment by Mayor and Council
  - Meeting frequency



# Options

- Guidance is requested from the Mayor and Council:
  1. Concur with staff recommendations?
  2. Adjust recommendations? (Define adjustments)
  3. Leave existing committee structure as is?

Committee Evaluation Project - Survey Results Summary

Committee	Survey Respondent	Year Formed	Change	Is Committee Meeting Changed?	Task or Advisory Oriented	Current Mtg Frequency	Ideal mgs per Year	Avg Mtg Attendance %/volunteer +staff	Key Accomplishments Past 3 Years	Minutes Reg'd 1/16	# of New Members last 3 Yrs.	Recruitment Issues	Advocate Term Limits?	Presentations to MCCC	Combine?	Should Committee be Standing or Ad Hoc	Current Info on Website	Comments
Animal Control Board	Lisa Holland	1985	Review and act upon all decisions and orders of the City's Animal Control officer; pet dog licenses, impoundments, rules and procedures for hearings, changes to ordinances	Y	T	as needed	as needed	5 V 2 S	2008: Public Hearings for Animal/Fowl Code Revisions; Dangerous Dog 2007; 3 dangerous dog hearings; 2008: 1 dangerous dog hearing; 2009: 2 dangerous dog and 1 barking dog hearing; 2009: non-profit incorporation, establishing fundraising committee, significant donations: \$11,500 for Art Trains, \$1,000 for Arts Barn programs, \$1,500 for building Senior Center	1	N	Y	N	N	S	Names, terms only	None	
Arts & Monuments Funding Corporation	Denise Kayser	2006	Heighten awareness and raise funds to support arts initiatives in the City	Y	T	quarterly	4	5 V 1 S	Establishing theme, site and artists for 16 AIPP installations. Currently working on 11 future art installations	Y	2	N	N	N	S	Description of Corp., list of board members, how to contribute, how to become a beneficiary program	None	
Art in Public Places	Denise Kayser	1997	Foster vitality through the arts in developing and redeveloping areas in Gaithersburg and create a sense of place and pride for the Gaithersburg community.	Y	T	monthly as needed	10	7 V 2 S	Reviewed and issued written resolutions on 9 special exceptions and amendments, 2 balances, 4 administrative appeals	Y	3	N	Y	Y - annually	N	S	Description of committee, list of members, project descriptions/updates	None
Board of Appeals	Caroline Sieden	1933	Administrative review, special exceptions, variances	Y	T	monthly as needed	12	5 V 2 S		Y	1	N	N	Inappropriate	N	S - per charter	Members, terms, minutes, calendar of meetings, signed resolutions	None
Board of Supervisors of Elections	Fred Fallon	1970	Conducting City elections	Y		monthly six months prior to elections	5	5 V 2 S	Conducted 2007 elections and addressed 19 complaints associated with it	N	2	N	N	N - already appears before MCCC to certify elections	N	S - per charter	Committee info. covered through election website	Committee effective
Bicycle Pedestrian Advisory Committee	Smity Smith	2000	Review amenities, recommend funding and prioritizing bikeway and pedestrian CIP projects, advise MCCC on issues related to bicycling, walking	N	A	5	6	5 V 2 S	Memo of bike rack recommendations to Planning Comm., met with contractor to provide feedback during creation of proposed bike pathways; master plan, presented to MCCC at work session.	N	7	Y - many are nonresidents	Y	Y - annually	Y - with Env. Affairs	S	Names of members, activities, meeting dates, willingness to get involved in tangible projects. Ad Hoc if not	Representation of staff from PW and Police
CHARACTER COUNTS! Steering Committee	Crystal Carr	7	Bring CCI to every child in the City.	Y	T	quarterly	4	8 V 2 S	10th Anny. Reception in 2006, scholarships, National CCI week poster and essay contests, Junior Mayor program, Person of Character awards	Y	1	N	N	Y - as needed depending on programs	Partner with Ed. Committee	S	Names of members, meeting dates, calendar of events	None
Communication Committee	Britta Monaco	1999	Provide feedback to PIO on all public information services and help market facilities and promote events and programs	Y	A	monthly	6	4 V 8 S	Redesign Communique, outreach strategy for Alert Clburg, marketing business opps. at Harston, development of online welcome packages, new Visitor's Guide in 2007, draft media policy (not implemented), branding campaign for sustainability	Y	3	N	N	Y - annually	N - but rep perhaps should attend other committee meetings to help with promotions	S	Names, minutes, list of meeting dates	None
Community Advisory Board	Crystal Carr	7	Identify needs, explore gaps in services, make recommendations to MCCC on nonprofit grant applications	Y	A	3	4	9 V 1 S	Walk/Robertson House developed by this board, annual nonprofit grant review and funding recommendations	Y	7	N	N	Y - done annually during budget hearings	N	S	Names of members	None
Cultural Arts Advisory Committee	Denise Kayser	1989/2001	Advisory body to MCCC. Develop long range plan for cultural arts, serve as art advocates, support opps. For artists and patrons, evaluate programs and facilities, seek sponsorships, gather information for staff regarding economic trends, industry/business targeting opps., visit other jurisdictions, advise MCCC	Y	A	quarterly	4	8 V 1 S	Presentation of long range cultural arts strategic plan submitted to MCCC, annual evaluation of arts programs, general arts plan, identification of top priorities, communication of those to MCCC.	Y - as needed or relevant	6	N - but biggest challenge is diversity	N	Y - annually	N	S	Names of members, terms, biographies, activities, upcoming meetings	Raise maximum number on committee (currently 5)
Economic Development Committee	Tony Tomasello	1993		Y	A	monthly	8	10 V 1 S	Testimony to MCCC on a number of planning-related topics	N	5	N	Y - advice for stream after certain interval	N - has sufficient access to MCCC	N	S	Names, places of employment, meeting dates	Set term limits and limit # of members
Education Committee	Maureen Hendon	1994	Foster climate of excellence in City schools	Y	T + A	bi-monthly + monthly during grant review process	10	9 V 2 S	School grant recommendations, GREAT Awards, School Supply drive, committee members serving as tutors to school, M&A letters etc. contracts	Y	6	N	N	Y - annually	Partner with Ed. Committee	S	Names and school assignments, meeting dates, activities, ongoing promotion of City sponsored events and programs in schools	None
Environmental Affairs Committee	Erica Shengas	1990	Review and evaluate City's recycling program, research and make recommendations on other env. initiatives, evaluate economic, technical feasibility and environmental effectiveness of recommendations	Y	A	monthly	4	3 V 1 S	Contributed to creation of green building programs, supported Mayor's Climate Protection Agreement, expanded Green Week activities, created environmental education booth at Calabrese/Gaithersburg festival	N	3	N - but maintaining monthly attendance a problem	Y - with requirements that volunteers attend a minimum number of meetings	N - already provides testimony as needed	N	S	Names, terms, general activities, meeting dates	Clarify committee's structure and charge
Ethics Commission	Angel Jones	1982	Review complaints of unethical conduct by City officials, staff, committee volunteers	Y	A	annually + as needed for case review	1	3 V 2 S	Review of Ethics Report annually	Y	1	N - limited to 3 members only	Y	Y - but only as needed	N	S	Names of members, terms, charge	None
Greater Historic District Committee	Eliza Voigt	2000	Serves in role of HGA for historic district, implements recommendations from neighborhood Charrette in 2000	Y	T	once held in 2008	As needed	5 V 2 S	Russell Ave. streetscape improvements, neighborhood entry markers, house plaques, tree program	Y	1	N	N	Y - but only as needed	N	A	Members, terms, description of projects	None
Gaithersburg/Washington Grove Fire Department	Angel Jones	1976	Manage the finances of the CWFD per Mont. Co. Code. (MCCC appoints 2 members)	Y	A	monthly	12	2 V 1 S	No response	Y	1	N	no response	Y - but only as needed	N	S	Names of members, terms, charge	None
Historic Preservation Advisory Committee	Eliza Voigt	1981	Preservation of historic resources	Y	T + A	monthly	12	5 V 1 S	Developed Historic Preservation Element of Master Plan, provided review of specific Old Towne developments, historic designation of Crown Farm buildings, issues historic area work permits and historic tax credits to residents	Y	3	N	N	Y - annually	Y - incorp. Work of GHCC	S	Names, terms, minutes, agendas, meeting dates, related documents	None
Commission on Landlord Tenant Affairs	Kevin Roman	1986	Subject to MCCC, make, adopt, amend rules/regulations, establish "notice" requirements, impose \$ damages against a landlord or tenant, order repairs, investigate related matters, study and report on rent stabilization regulations, rent guidelines	Y	T	as needed	as needed based on complaints received	6 V 2 S	N/A - has not met	Y	2	Y - turnover amongst tenant reps.	Y	N	N	S	Names, terms, commission status	None
Market Square Advisory Committee	Greg Desort	2002	Identify issues that impede long term success of Market Square, work with property owners, merchants, residents, make recommendations to MCCC on necessary Master Plan changes	Y	A	quarterly	4	6 V 1 S	Kentlands Blvd. Commercial District Charrette, involvement with Market Square Plaza project	Y	1	N	N	Y - but only as needed	N	S - become consulting org. to MCCC on Kentlands Commercial area. Do away with advisory function on Market Square.	Links to accomplishments or projects committee is working on	
Multicultural Affairs Committee	Crystal Carr	1989	Keep the MCCC informed on the needs and concerns of Gaithersburg's diverse community	Y	T	bi-monthly	4	13 V 2 S	City World Market/Celebrate Gaithersburg Festival, Ethnic History Month, MCPIS International Student Open House, "Window Colony" film screening	Y	6	N	N	N - presenters already made during appropriate cultural celebration months	Collaborate with Ed. Comm.	S	Names, meeting dates, calendar of events	None
Old Towne Advisory Committee	Cindy Hines	2001	Identify potential programs, projects and initiatives in accordance with Clburg Old Towne District Master Plan. Evaluate marketing and communication efforts, bring Old Towne issues to City of action, serve as sounding board for Old Towne community for potential projects and programs	Y	A	monthly	10	9 V 1 S	Provided input to 315 E. Diamond, V. site, Archstone. Residences in Old Towne and 201 E. Diamond projects, doct town research and recommendation, awareness of Old Towne safety and security programs (advocate for community policing), supported CDGIs and Community Liaison projects, included Facade Element program	Y	2	N	N	Y - 2x a year	N	S - due to long term nature of charge	?	None
Personal Review Board	Angel Jones	1983	Conduct hearings on appeals filed by City employees for work related actions, forward all evidence to City Council and recommendations for action	Y	A	as needed	as needed	3 V 1 S	No response	Y	0	N	Y	Y - but only as needed	N	S	Names, terms, charge	None
Planning Commission	Trudy Schwarz	1993	Planning of development, corporate extensions, zoning ordinances and requirements, street extensions, storm drainage, as assigned by Maryland Code & MCCC	Y	T + A	2x per month	24	5 V 5 S	Kentlands Blvd. charrette and master plan, Casey East & West reviews, Crown Farm extension and plan reviews, Manapoint legislation, hotels in I-3 Zone, Archstone at East Diamond, Monument Development, Community Facilities Element, Historic Preservation Master Plan Element, Humane Society Conceptual Plan, Advisory Development, Affordable Housing and Adequate Public Facilities Legislations	Y	2	N	N	N - not appropriate	N	S - per charter	Names, minutes, meeting dates, identify chair	None
Police Chief's Advisory Council	Rudy Wagner	1998	Facilitate flow of information between community and Police Dept. Keep citizens informed of changes in Dept's policies and procedures as they affect the community	Y	A	monthly	12	11 V 2 S	Name police station after Vereenite, aid in review and placement of speed camera locations, assist with National Night Out, provide holiday meals for Police Officers on Thanksgiving and Christmas.	Y	7	N - but biggest challenge is diversity	Y	Y - annually	N	S	Nothing needs to be posted	None
Gaithersburg Senior Advisory Council	Grace Whipple	7	Serve as a liaison between the MCCC and the senior community in Gaithersburg and the spocury area to represent their concerns	Y	T + A	monthly	12	10 V 3 S	Advocated building of new facility with local, state and federal elected officials, petition Annapolis reps. for state funding, site visits in preparation for recommendations on new facility, serve as goodwill ambassadors when Center classes transitioned to off-site locations, recruit volunteers to teach classes, established subcommittees to assist with programming at Senior Center	Y	7	N - but biggest challenge is diversity	Y	N	N	S	Names, meeting dates, terms	Current group is very constructive and supportive of Center and its staff
Technology and Innovation Committee	Peter Cottrell	1996	Assist the Info. Technology Director by providing feedback, guidance and support on technology issues and support the City's Strategic Directions. Assist in identifying potential projects and programs to enhance technological opportunities between the City and its customers.	N	A	bi-annually	3	5 V 1 S	None. Committee has to receive updates, but hasn't taken action on any issue.	N	7	Y - would like more attendance at meetings	N	N	N	A	Names, meeting dates	Would recommend eliminating this committee, perhaps appointing ad hoc if specific issues need to be addressed