



CITIZENS ADVISORY COMMITTEE MEETING

CITY HALL, First Floor Conference Room West

Tuesday, April 2nd, 2019 at 4:00 PM

MINUTES

Present: Mayor Justin Nickels, Ken Sitkiewitz, Joanne Vogds, Theresa Collins, Staate Hayward, June Kramer, Ralph Kramer, Ben Stalvey, Ngu Devin Tita, Mary Balte, Ald. Rhienna Gabriel, and Katherym Feo Rodriguez

Absent: Jennifer Estrada (excused), Daniel Becker (excused), Janet Breuer, and Anna Marie Wood

Guest: None

Minutes: Theresa Collins, Secretary

- I. Call meeting to order
 - a. Meeting was called to order by Ken Sitkiewitz at 4:02 p.m.

- II. Approval of March Meeting Minutes
 - a. Passed unanimously without change.

- III. Diversity Discussion with Mayor Nickels
 - a. Good job on the candidate's forum. The turnout was commendable.
 - b. History on what we have tried in the past regarding diversity for the City of Manitowoc
 - i. Efforts have been somewhat limited to get more people involved. We can do more.
 - ii. We had committees formed in the early 2000's to get the Hmong community involved, in response to the increased Hmong population that we saw in the area. That effort faded. They retired and moved on and the younger generation did not really step up to take their place.
 - iii. The city was involved (including the Police Department) in getting the Hispanic Community Center started years ago when it was over at the church by the health department across from the old library. They are no longer a part of the church; they are a nonprofit on their own now in an office across from the courthouse: Mi Pueblo Hispanic Community Center.
 - iv. Mission statement for the City of Manitowoc
 1. Discussion of a brief history of how the mission statement was changed just over two years ago.
 2. There should be two separate missions:
 - a. City of Manitowoc employees
 - b. City of Manitowoc community

3. Current Mission: The City of Manitowoc's mission is to provide and improve public safety, infrastructure and services across our community to ensure it is a great place to be.
4. Previous Mission:
 - a. Through innovative and dynamic leadership, the City of Manitowoc will effectively manage public resources to enhance the quality of life for the benefit of the entire community by:
 - i. Embracing the arts, humanities, and cultural diversity,
 - ii. Fostering opportunities for economic growth,
 - iii. Protecting the safety and well-being of the community,
 - iv. Serving the needs of the community with respect and dedication.
5. How do we move forward on re-visiting the mission statement issue?
 - a. Should we bring a new mission statement to present to council?
 - b. Last time it seemed that Council wanted to have more of a hand in creating the mission statement, but they were not willing to take it off the table at the time.
 - c. Rhienna suggested that we could make the suggestion to have a regular review of our mission statement by reading it before each committee meeting.
 - i. Discussion about the current mission being meaningless and does not provide much direction or value to the conversation; it is more of a definition of a city's functionality.
 - ii. Rhienna pointed out that this might possibly bring awareness to the fact that it really does not provide any value as is.
 1. Discussion around this being a futile effort and possibly a waste of time.
6. Why is the mission statement an issue? Evidence?
 - a. We don't actively use it.
 - i. Other communities use their mission statement to drive everything they do. This helps with accountability and direction in decision making. It is on their signage and seen regularly in their marketing materials.
 - b. Ours currently does not reflect the passion and value of our community.
 - c. Many council members don't seem to recognize the value of a mission statement in general.
 - d. It is not welcoming.
 - e. It lacks support for diversity.
 - i. 64 members on our police force, all white
 - ii. Why?
 1. Lack of targeted recruitment efforts
 - a. Job descriptions could be released in several languages.
 - b. Diversity panels were suggested.
 2. It is not currently a welcoming environment for diverse populations.
 3. Where is our weakness? How do we close the gap?
 4. Lack of Education; they need to see the value of having diversity in leadership positions.
 - f. We thank the Mayor for being willing to sit down and have this conversation; this is a very positive step forward.

- g. This is a city-wide cultural shift; it will not happen overnight. It is entities like the City that can take the lead on this.
- h. We can't solve a problem until it is widely recognized that there is one.
- i. The goal is to figure out what groups are being disenfranchised in the City of Manitowoc.

7. Action Steps Proposed

- a. Re-visit the mission statement at Council level (take it off the table)
- b. Assemble a Diversity Panel starting with the City of Manitowoc employees, and open to the community.
- c. Multi-cultural Festival
 - i. What jobs are in town?
 - ii. What businesses are in town?
- d. Ngu will bring in data to the next meeting that answers why people of diverse backgrounds are not applying.
- e. Rhienna offered to start a mentorship program for women running for office; she would mentor them personally.
- f. Talk to other communities to see what they are doing successfully
 - i. Mayor Nickels will find someone from another community who leads diversity discussions in their City; hopefully they can come to our next meeting to join our discussion.
- g. All committee members will bring their ideas for a mission statement to the next meeting.

c. Updates

- i. They tore down the Riverview Apartments (blight).
- ii. Meier is starting next week.
- iii. Redline is expanding in Manitowoc.
- iv. There are lots of things happening downtown still.
- v. Manitowoc and Two Rivers saw the largest decline in unemployment in the state; now just under two percent.
- vi. 54220 Home Program giving \$5K grants to encourage people from outside the city to move here.

IV. Discussion on Chairman, Vice-Chairman, and Secretary Terms

- a. All terms currently end June 1st. Ken proposed to hold elections in May instead.
- b. Rhienna motioned that the committee re-elect a Chairman, Vice-Chairman, and Secretary annually in May. Seconded, passed unanimously.
- c. June Kramer's term is up in 2019; she intends to stay on the committee.
- d. If we want to have elections next month again, we can do that, otherwise we can hold off for another year. We will re-visit this next month.

V. Adjournment – 5:03 p.m.

Next meeting Tuesday 05/07/19 at 4 p.m. in First Floor Conference Room West