

**Coalition of Gresham Neighborhood Associations
December 10, 2019 – Oregon Trail Conf Room, Gresham City Hall**

Meeting Minutes

NEIGHBORHOOD	ATTENDEES	NEIGHBORHOOD	ATTENDEES
Centennial	INACTIVE	Northeast	INACTIVE
Central City	INACTIVE	North Gresham	Linda Van Deusen-Price, Linda Parashos
Gresham Butte	Jim Buck	Northwest	John Bildsoe, Dave Dyk, Kat Todd
Historic Southeast	Allan Krim	Gresham Pleasant Valley	
Hogan Cedars		Powell Valley	INACTIVE
Hollybrook		Rockwood	
Kelly Creek	Carol Rulla, T.J. Robertson, Charles Teem	Southwest	Gail Cerveny
North Central		Wilkes-East	
Staff & Guests:	Michael Gonzales, Office of Neighborhood and Community Engagement (ONCE) Manager Kelle Landavazo, Office of Emergency Management Manager Ricki Ruiz, Community Services Coordinator William Miller, Erica Fuller; Jim Boersma & Stella Butler (Powell Valley)		

A quorum of neighborhoods was not present, so no official business was performed. An informal discussion began at 7:10PM. All attendees introduced themselves, and no attendees provided public comment.

Emergency Preparedness Updates

Kelle Landavazo, Office of Emergency Management Manager, provided an updated on the City of Gresham program efforts regarding emergency preparedness. Kelle was joined by Michael Gonzales, Office of Neighborhood and Community Engagement (ONCE) Manager, and Ricki Ruiz, Community Services Coordinator.

Kelle began by providing context on the Gresham Task Force on Emergency Preparedness, which was a volunteer committee appointed by Council. The task force released a report containing recommendations for the City approximately one year ago. A copy of the Task Force report was provided to attendees.

Kelle provided an overview of the recommendations from the report. The recommendations were grouped into three categories:

- (1) Personal & Family Safety and Preparedness
- (2) Neighborhood and Block Preparedness
- (3) Citywide Preparedness

Michael Gonzales provided an overview of the ONCE programming in the area of emergency preparedness. Ricki Ruiz noted that direct engagement with the community is often following a referral for other City services, and coordinating along with neighborhood watch groups. In this context, the City has actively been engaging community members in both Spanish and English, as well as one group with Somali as the primary language.

Key discussion points which Kelle provided included:

- Neighborhood associations wishing to engage with preparedness efforts start with the published Neighborhood Ready booklet, which is the basis for the Neighborhood Ready program. She provided an overview of the guidance described in the Neighborhood Ready booklet, which is available in multiple languages. Jim Buck noted that the booklet did not include any information on evacuations, which would be important for wildfires like the Eagle Creek Fire. Kelle noted that Gresham’s geology means that there is a very low chance that we

would need to evacuate for most emergencies but agreed that recent wildfires have caused a re-evaluation of the need to include information on evacuations.

- The single biggest indicator for community resilience is social connections and neighborhood cooperation. Neighbors play a key role in helping each other following a disaster, when City services will be over-subscribed and there will be a delay for critical services. Examples of 911 emergency calls and clean water were discussed. Kelle noted the importance of preparedness for residents who are able to prepare because the City's first priority will be to getting major systems back online and to helping vulnerable residents who cannot prepare because they do not have resources to meet current day-to-day needs.
- Kelle provided updates on select recommendations. Michael discussed recommendations regarding social media engagement and text messaging. Kelle recommended using high-quality preparedness content from third parties, versus re-creating new content. Carol noted that the volume of such content can make it overwhelming to find quality content for NAs to share. Kelle noted that the State is working on a statewide initiative to encourage residents to be "2 week ready" and there will likely be a website with such information. Most of the work will be done in 2020 and outreach will likely launch in 2021.
- Voluntary emergency alert notifications from PublicAlerts augment reverse 911 and federal emergency notification capabilities. Reverse 911 can send alerts to every landline in the alert area, but mobile phones must opt-in to Public Alerts to get notifications for emergencies that do not meet federal thresholds for using the federal emergency notification system. Kelle noted that the federal government is re-evaluating those thresholds to allow more situations where notifications can be sent to all phones in the alert area. Some situations would still rely on the Public Alerts system, such as alerts about police activity in an area.
- Updates on the inventory of 3-gallon water bottles noted that the City had received a grant to be able to give away the bottles. The City has been distributing them at City Fest and through events most-likely to connect with vulnerable citizens for whom it could be difficult to store emergency water otherwise. The City is also partnering with Multnomah County Community Health Workers and nonprofits which already engage with vulnerable populations to be able to share the water bottles and relevant preparedness information.

A discussion regarding NA engagement and discussion with citizens to provide awareness and improve preparedness occurred.

- Carol Rulla suggested that a group of NA volunteers could post bite-size engagement content to Nextdoor and through NA distribution channels, using content provided by the City.
- Gail Cerveny noted that a task force recommendation included the creation of a NA officer role to lead these efforts, but that not all associations would have the capacity. Gail also noted that tools such as MailChimp could be used to drive engagement with the emergency preparedness content being discussed.
- Carol Rulla, Stella Butler and Charles Teem discussed the merits of NextDoor discussions, and concurred that 2-way engagement was key, and that it would result in better outcomes to have NA volunteers post than having only City staff post content.
- Gail Cerveny noted that it would be helpful for NA leaders to connect with Neighborhood Watch captains to discuss emergency preparedness, and asked if staff could provide contact information. Ricki Ruiz noted that he would help connect Gail with the contact(s) in Southwest.
- John Bildsoe asked about the budget for supplies or infrastructure, such as radios or emergency water pumps. Kelle discussed the difficulty in these types of efforts, noting challenges in the Portland program along these lines. Kelle stressed the importance for personal planning, but did note that the City has continued to invest in capabilities for emergencies (such as a mobile water treatment truck).
- Gail Cerveny asked if NAs have the ability to engage with amateur ("ham") radio capabilities. Kelle noted that the City engages, along with regional partners, with the Amateur Radio Emergency Service (ARES), which consists of licensed volunteers. This capability is delivered

out of fire stations.

- Charles Teem asked for clarification on what the specific role of the proposed NA role might be, and what the scope of the Neighbor Ready program was. Kelle noted that the scope was flexible, based on the willingness of each NA to engage and devote resources.
- Kat Todd noted that the Neighbor Ready and neighborhood watch programs have similar practices and organizations, and that there was opportunity to organize both together. Kat also asked staff if there was the opportunity to have guest speakers at NA meetings to discuss emergency preparedness. Ricki Ruiz confirmed that was available, and he could be a contact for that.
- Kelle provided an update on the Community Hub concept, noting that area school districts were closely communicating and coordinating with the City and other regional partners, to ensure that local schools could be resources in major disasters.
- Michael wrapped up, noting that a communications plan to allow NA leaders to initiate social engagement with the community was something he would help implement.

ONCE News, President Updates, NA News

- Michael noted that the City website was recently updated, and a feedback survey was helping staff understand what was working, or not. He encouraged NA leaders to provide feedback.
- Michael noted that the Mayor recently released a series of videos with updates on the City of Gresham, in lieu of a traditional State of the City speech. He noted that these could be good content for NAs to include in neighborhood communications.
- Michael noted that some neighborhoods have “Welcome to ___ Neighborhood” signage which is aging and at the end of its useful life. He noted that next year’s Community Enhancement Grants, funded by Metro and administered by the City, could be a good opportunity to request funding to replace these signs. Carol Rulla suggested that this could be a good opportunity for the Coalition to sponsor the request across all neighborhoods. Michael agreed that would help with equity considerations across the City (and also allow for service to neighborhoods currently without an active NA). Transportation staff is compiling an inventory of current sign locations and Michael will share that with the Coalition.
- Carol provided a President’s update on the proposed 2020 Council Work Plan, which was discussed at the Council Retreat earlier in the day attended by herself and Secretary Dave Dyk. Carol noted that the City Manager was open to returning to a future Coalition meeting to provide updates on several topics, including the Coalition-requested topic of Heavy Industrial Land Zoning plans, sustainable financial funding and transparency with citizens. Jim Buck suggested that the Coalition request City management provide a periodic update on Council Work Plan items status mid-year. He noted that the Coalition had been engaged in the process regarding potential new work, but that status updates on past work was equally important. He suggested that having City staff invited to the Coalition in the summer would be a good opportunity for this. Carol Rulla and Dave Dyk each voiced agreement with this. John Bildsoe also voiced agreement, noting that having status updates be provided in a written format could help provide updates across various committees and interested citizens. Carol noted that a written “dashboard” for the status of Work Plan projects is on staff’s radar but it hasn’t been created because of limited resources.
- Carol Rulla noted that the January Coalition meeting would include elections for Board positions. She noted that volunteers were sought, particularly for secretary.
- Gail Cerveny noted edits to the draft November 12 meeting minutes. Secretary Dave Dyk noted these updates, though the minutes were not-yet adopted because a quorum of neighborhoods was not in attendance. Draft minutes with the edits will be provided at the next meeting. Gail noted that Ken Onyima, City Planner, would be travelling to back home to Nigeria and will oversee another humanitarian project while there, and encouraged NA leader support. Gail also recommended a movie, No Safe Places, to NA leaders.

Carol Rulla thanked everyone for attending and participating. The meeting was adjourned at 8:50PM.

Minutes prepared by Dave Dyk, Coalition Secretary-Treasurer

Next meeting: **Tuesday, January 14** – City Hall Oregon Trail Room