



**CITY OF SCOTTSDALE
HUMAN SERVICES ADVISORY COMMISSION**

Regular Meeting Minutes
Thursday, November 14, 2024
City Hall Kiva Forum
3939 N. Drinkwater Boulevard
Scottsdale, AZ 85251

PRESENT: Chair Roger Lurie (telephonic), Vice-Chair Mary Jung, Commission Members Neal Shearer, Patrick Dodds, and Lee Cooley

ABSENT: Commissioners Jeff Jameson and Stuart Turgel

STAFF: Kira Peters, Human Services Director; Mary Witkofski, Community Assistance Manager; Sue Oh, Eugenio Munoz-Villafane, Kristy Hahn-McDonald, Deanna Owens, Human Services Managers; Brittany Winfrey, Communications Specialist; Alex Sanchez, Communications Supervisor

Call to Order

Vice-Chair Jung called the meeting to order at 5:32 p.m.

Roll Call

Members present as listed above.

Public Comment

There were no members of the public who wished to speak.

REGULAR MEETING AGENDA

1. Approval of Minutes

Approve the Regular Meeting Minutes of October 24, 2024

COMMISSIONER DODDS MOVED TO APPROVE THE OCTOBER 24, 2024 HUMAN SERVICES ADVISORY COMMISSION REGULAR MEETING MINUTES. COMMISSIONER COOLEY SECONDED THE MOTION, WHICH CARRIED FIVE (5) TO ZERO (0) BY ROLL

CALL VOTE. CHAIR LURIE, VICE-CHAIR JUNG, COMMISSIONERS SHEARER, DODDS, AND COOLEY VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

2. Social Media Marketing Update

Brittany Winfrey, Communications Specialist, provided an overview and update on the social media marketing strategy and tactics. Her presentation included review of the social media platforms currently being used, the target audience, the type of content currently being posted, progress of each content pillar, engagement strategy, and key performance indicators for each platform. Ms. Winfrey reviewed the strengths and challenges that are being experienced on each platform and the department's strategies for improving KPIs. She reviewed steps that are being taken that will help to track and boost posts and increase engagement. She noted that a QR code is available to submit content requests.

Commissioners were given an opportunity to ask questions. Ms. Winfrey said that they currently have approximately 700 or 800 followers on Facebook. Alex Sanchez noted that the new fiscal year's budget does include funding for boosting posts. He said that they do have the ability to post and share content with partners and outside groups. Ms. Winfrey explained the process for transitioning between English and Spanish on the platforms.

Vice-Chair Jung suggested that postings include informational items that the target audience might be interested in, such as community events and the trolley schedule.

3. Director's Report

Director Peters provided an update on activities in the Human Services Department. Her presentation highlighted the following items:

- Strategic Planning update. To date there have been approximately 18 focus groups conducted. The community survey has received 570 responses, with a goal of 2,000. Sandwich boards with the QR code to the survey have been posted at community centers and hope to also make available for the leisure education programs. Survey results so far are showing interest in communication/information, rent/utility assistance, and transportation.
- Unite Us Referral System and Food Bank. The program is a referral system between agencies in the community, helping with quickly making referrals. City of Scottsdale has been working with the program for approximately a week.
- Food Bank expansion update.
- Human Services Podcast. The podcast will target the senior population in the beginning and will over time reach a wider audience. Specific name for the podcast and content are currently being considered.
- Tribal Gaming Funds (SRPMIC) funding allocations are forthcoming.
- Human Services Employee Spotlight is a new program, highlighting the work of Human Services employees that are doing exceptional work. This month's highlight is Elizabeth Havenrich, case worker from Vista del Camino.
- Vista del Camino recreation fall and winter programming.
- Trunk or Treat event highlights.

- Community Services Fall Festival highlights.
- Granite Reef Senior Center 39th Annual Arts and Crafts Fair. Approximately, 2,200 people were in attendance.
- Highlights from the Family Fall Festival held October 26, 2024, at Chaparral Park.
- Scottsdale Mayor's Youth Council activities. They recently participated in the Adopt-a-Road program.
- Adopt-a-Family holiday program.

4. Identification of Future Agenda Items

There were no future agenda items identified.

5. Adjournment

COMMISSIONER DODDS MOVED TO ADJOURN THE MEETING. COMMISSIONER COOLEY SECONDED THE MOTION, WHICH CARRIED FIVE (5) TO ZERO (0) BY ROLL CALL VOTE. CHAIR LURIE, VICE-CHAIR JUNG, COMMISSIONERS SHEARER, DODDS, AND COOLEY VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 6:13 p.m.

Recorded and Transcribed by eScribers, LLC.