

City of Troutdale
Public Safety Advisory Committee
June 4, 2009 7:00 pm

ATTENDING: Mike Goss, Jon Brown, Jorgan Shaw, Justin McCauley, Jerry Stitzel and Chief Scott Anderson. **ABSENT:** Tina Tebbens, Jason Gates and Joe Carlson. **GUESTS:** Stacy Simpson, Lori Peterson, and Janette Layman.

I. Roll Call Chief Anderson went through the roll call of the committee.

II. Minutes of May 7, 2009 Justin moved to approve the minutes of May 7, 2009 and Jorgan seconded the motion. All were in favor and the motion passed.

III. Public Comment There was no public comment.

IV. Update on 2009 Goals Committee members reviewed the 2009 Goals, recorded in a separate document titled, PSAC 2009 Goals and attached to these minutes.

V. Police Facility Update (Hillsboro Police Department visit) Chief Anderson and Tina visited Hillsboro (police, fire and emergency services as well as building) to discuss how they approached the issue in their community. They built a marketing plan to accomplish the goal which Tina will bring to the PAC meeting for discussion. The Chief will also be visiting McMinnville Police department to talk about the strategy they used for passing a police facility construction levy. It's been decided that May of 2010 is still too soon to approach the community for a levy given the economy, and the recommendation is for the November 2010 ballot.

He added that in addition to the numbers, the financial justification, an emotional appeal is necessary to win the public over. For example, showing the public a facility that does something for the community (for example, a place to run crisis management, EOC) is an idea.

VI. Tips on Social Network Sites Mike discussed a book he read on the subject of how these sites are used. He indicated that the positive side of their use is it gets the message out but the negative is potential access by others who might mount a negative campaign as well. The conclusion was it could be done but with a careful step by step marketing plan. Mike offered to do a one page skeleton style marketing plan as a place to start. The Chief was concerned that it may be beneficial to finish communications strategy first, and then build incrementally into the specifics before pursuing the single social networking avenue.

Justin added that the newsletter was one of the first priorities they had selected on the strategy, and Jerry noted it couldn't hurt to look at it. Justin was interested in the item as a tool that partners can utilize as the November 2010 election nears to get the word out and mobilize a grass roots organization to raise awareness and possibly money for the effort.

VII. Closing Comments

The guests noted their children attended Walt Morey Middle School and Reynolds High School and how important the interaction of police officers is upon kids. Justin explained that at Reynolds High School, the administration plan to review everything they do there both out of necessity (budget issues) and because there is new administrative staff. The administration believes there are significant things to be done to make things better, and one is to use the SROs in different ways – such as guest speakers, in classrooms, generally making them more high profile in positive interactions.

Jorgan agreed noting the importance of the influences she has noticed during her experiences with the 300+ kids at Troutdale Terrace over the years. Justin said that the conversation has already started about how to involve SROs in the role of prevention instead of reaction, internal changes to redirect their current activities to free them up. He promised to keep the group updated on those changes.

Chief Anderson added that this is what SRO's love to do, given that allot of their youth interactions are on the enforcement side – having positive influence on those kids on the fence. The Friday night basketball program at Walt Morey was praised for the positive impact and the question was raised, could it be done during off school hours. The Chief explained that this program is done with unpaid volunteers, who do they're at the Sandy River, trying to help out there so it wasn't an option at the present time. Jon offered his thanks for the police presence at the park.

Jerry moved to adjourn the meeting and Jon seconded the motion. All were in favor and the meeting adjourned at 8:00 p.m. The next meeting will be held on Thursday July 2nd, 2009.

Prepared by Melody Thompson on June 18, 2009 and approved by the PSAC July 2, 2009.