

# Richland County

## Referendum Ad Hoc Committee

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**August 22nd, 2022**

The Richland County Referendum Ad Hoc Committee convened on Monday, August 22<sup>nd</sup>, 2022, in the County Board Room at the Richland County Courthouse, 181 W Seminary Street, in person and by WebEx.

Committee members present included County Board David Turk, Steve Carrow, Shaun Murphy-Lopez, Kerry Severson, School Board representative Erin Unbehaun and City of Richland Center Mayor Todd Coppernoll.

Also present was Assistant to the Administrator Cheryl Dull taking minutes, Administrator Clinton Langreck logged on by Web Ex with several department heads, county employees, general public, County Board Members Don Seep and Jo Ann Krulatz from WRCO logged in by Web Ex. John Couey was present from MIS running the teleconferencing.

Not present: Bob Frank

1. **Call to Order:** Chair Murphy-Lopez called the meeting to order at 6:02 p.m.
2. **Proof of Notification:** Assistant to the Administrator Dull verified that the meeting had been properly noticed. Copies of the agenda were sent by email to all Committee members, County Board members, WRCO, County department heads, Richland Observer, Valley Sentinel and a copy was posted on the Courthouse Bulletin Board.
3. **Agenda Approval:** Moved by Supervisor Severson to approve the agenda as presented, second by Supervisor Carrow. All voting aye, motion carried.
4. **Public Comments:** None
5. **Approval of Minutes:** Chair Murphy-Lopez asked for any additions or corrections to the minutes. Moved by Turk to accept the minutes as present, 2<sup>nd</sup> by Severson. Motion carried.
6. **Resolutions passed at the August 16th County Board meeting:** They have not been posted in the folder so Chair Murphy-Lopez will email them out.
7. **5-year financial plan:** See #8
8. **Public education about the Referendum Ad Hoc committee:** Chair Murphy-Lopez reviewed and explained the information that was provided. Extensive discussion followed concerning Pine Valley's revenues and what that money is used for. Several ideas were shared on what part of the presentation could be best used to educate the community on the need for a referendum and why now. It was suggested the education needs to include what the County has done over the past few years to try to fix the problem.
  - 1) Committee communication – The deadline is October 31<sup>st</sup> so it will need to get out to the committees.
  - 2) Research other levy referendum – Can start now. Supervisor Carrow will work on it. Danielle Rudersdorf volunteered to help him.
  - 3) Education: It was agreed that it needs to start now.

Radio – Mayor Coppernoll will discuss it on his next morning show. He invited Chair Murphy-Lopez to join him. Chair Murphy-Lopez felt there should be a whole show on this with several people. Supervisor Brewer stated he would also do a morning show with Todd or another person.

Newspaper – The Committee will draft a letter at the next meeting to send out for a press release. Supervisor Turk will prepare one and bring back next meeting.

Video - Supervisor Turk presented an education video he has prepared working off from the last meetings information. Agreement was it is a great start to a series of videos to follow. Supervisor Turk would like to do a couple tweaks and create a couple more and bring back for review. Rudersdorf suggested Spotify, FB page, Tic Toc and Instagram. Extensive discussion followed on FB pages that the county has that videos can be shared on, also suggested researching Spotify, Tic Toc and Instagram.

Chair Murphy-Lopez will send data to Unbehaun to create graphs for presentations and to use for education.

Discussion also followed on if the County should create a FB page for the future.

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- 4) Referendum education – later date.
- 5) Report draft – later date.

Moved by Mayor Coppernoll to adopt educational information to use in communicating with the public, and develop materials base on this information to be used on radio, newspaper and social media, 2<sup>nd</sup> by Unbehaun. Roll call vote request. All voting aye, motion carried.

- 9. **Correspondence with other committees:** Chair Murphy-Lopez shared that the Resolutions were approved at the last County Board. He reviewed the information that is needed from the individual Committees and departments and who he has assigned to meet with those committees. Conflicting schedules were discussed and some adjustments were made. Chair Murphy-Lopez will contact Supervisor Frank to make further adjustments with the schedule. Danielle Rudersdorf volunteered to help with committee meeting. Moved by Supervisor Carrow to authorize communication with other committees, using the chart as outlined and Referendum Committee representatives, 2<sup>nd</sup> by Supervisor Turk. Roll call vote requested. All voting aye, motion carried.
- 10. **Richland County Towns Association meeting:** Discussion followed on when the next meeting will be. Chair Murphy-Lopez asked Supervisor Severson to find out when the next meeting is an report back to the committee.
- 11. **Future agenda items:** Carrow – Information on School Districts Referendums; Coppernoll - Department heads attend a meeting to see how they are doing with this. Murphy-Lopez - Committee representative should bring back that info to the next meeting from Departments and Committees.
- 12. **Adjournment:** Next meeting will be Wednesday, September 7th @ 6:00 pm in the County Board Room. Moved by Supervisor Turk to adjourn at 8:11 p.m., seconded by Supervisor Carrow. All voting aye, motion carried.

Minutes respectfully submitted by  
Cheryl Dull  
Richland County Assistant to the Administrator