

Nikki Simmons, CPA, CPFO, Chief Financial Officer  
&  
Ryan Parsell, Chief Public Information Officer

**Board of County Commissioners**  
Holly Williams, District 1  
Carrie Geitner, District 2  
Stan VanderWerf, District 3  
Longinos Gonzalez, Jr., District 4  
Cami Bremer, District 5

## **CITIZEN OUTREACH GROUP**

### **Citizen Outreach Group - March 21, 2022**

**Members Present  
In Person and Via  
Virtual/Teleconference  
Meeting:**

Stephanie Adams, Sarah Brittain Jack, David Brown, Rafael Chanza,  
Kevin Cox, Seth Davis, Kelvin Dean, Carl Frazer, Jim Godfrey,  
Ruble Henderson

**Members Absent** Arthur Glynn

**Commissioners Present:**

**County Staff Present:** Ryan Parsell, Deanna Ruschioni

**Guests:** Dayna Buffington, Fair & Event Center Program Supervisor

The meeting was called to order at 9:30 a.m.

### **Members Absent at the March 21, 2022, COG Meeting**

**Action Item:** A motion was made to accept the absence of Arthur Glynn as an excused absence unless he should attend later in the meeting; it was seconded, and all members present were in favor (10-0) with one member absent.

### **Administrative Items**

- 1) **Action Item:** A motion was made to approve the February 28, 2022, meeting minutes as written; it was seconded, and the minutes were approved unanimously by all members present (10-0), with one member absent.

## **2022 El Paso County Fair Update & Volunteer Opportunities – Dayna Buffington, Fair & Event Center Program Supervisor**

Dayna presented on the 2022 El Paso County Fair, sharing a little history through a video and information in a presentation regarding the events scheduled for this year's fair, and mentioning some of the volunteer and sponsorship opportunities the COG members can sign up for. She spoke to the El Paso County Fair's Purpose and Key Successes:

- Long Term Planning
- Supportive Sponsors
- Effective Marketing
- Great 4-H Program
- Major Evening Entertainment
- Free Daily Entertainment
- Contests & Shows
- Dedicated and Passionate Volunteers & Staff
- Variety of Quality Vendors & Carnival Activities

Dayna also spoke to available resources such as County Staff, the Fair Queen, Partners, and Volunteers; as well as the 2022 Event Goals for Attendance, Sponsorship, and Revenue. Some of the County Fair funds are being utilized for media advertisement through Television, Print Media, Social Media, and Marketing Collateral. Their Marketing Strategy is essential to the success of the County fair, and Dayna mentioned to the COG members that they could be an instrumental part of this by sharing this information through their social connections as well.

Dayna will provide the COG members with her contact information, and the members will reach out to her directly regarding the events they wish to volunteer for.

## **Public Information Office Overview by Ryan Parsell, Chief Public Information Officer**

Ryan provided an overview of the El Paso County Public Information Office.

- Chief Public Information Officer
- Deputy Public Information Officer
- Legislative Policy Advisor – track legislation and build relationships with legislators & other governments in the area for the purpose of advancing the policy agenda for the County Commissioners and addressing what is coming down from the State
- Communications Specialist – Graphic Design & supports Parks
- CORA Specialist – Colorado Open Records Act
- Public Information Office Intern
- Audio Visual Supervisor and two Audio Visual Technicians
- Digital/Social Media Specialist - supports Planning and Community Development
- ARPA Comms & PR Manager - communications related to the American Rescue Plan Act

### **Public Information Office Mission Statement:**

To facilitate the flow of accurate and timely information to the public about policies, practices, programs, and services of El Paso County; to provide media relations support, training and guidance to County departments and elected officials; and to assist with activities to engage the public in County sponsored events.

PIO accomplishes their mission through new and traditional media outlets and the El Paso County Channel. They also have the flexibility to create and distribute groundbreaking original content to both inform and entertain.

PIO is also tasked with media training, media relations, generate content, advise regarding community and media relations, videography, Commissioner comment dissemination. They disseminate credible and accurate information to citizens and the media, portray the County in an accurate and positive light, create and maintain positive relationships with community stakeholders, and facilitate public involvement in critical government function.

PIO supports the Board of County Commissioners, every department within El Paso County, each of the elected officials who do not have their own public relations personnel such as the Assessor, Coroner, and Treasurer, and other regional offices like the Pikes Peak Regional Office of Emergency Management when there are events that are a regional impact.

### **2022 El Paso County Citizens College Update/Discussions**

COG's Citizen College taskforce team met on March 16, 2022, and Stephanie Adams mentioned that the registration for the Citizens College has been taken down because all thirty seats have been filled with twenty-six of those registered for the full program. Stephanie will provide the COG with a 2022 Citizens College Roster, and the taskforce leaders will meet again sometime in mid-April to finalize on the logistics and run of show for each session.

### **Future Agenda Item Suggestion**

As an outreach group, one of the COG members requested that the homeless issue and the impact it is having on the business in El Paso County be added as an agenda item for discussion during one of the future COG meetings.

**Meeting Adjourned: 11:00 a.m.**