NNRC COMMITTEE MEETING - JULY 22

Attendees: Ralph Knox, Anne Chase, Harvey Zuckman, Monica Smith, Nick Muellerleile, Ryan Brown, Terry Harris

Motion to adopt agenda: Approved

Motion to approve minutes from July 3 meeting: Approved

Vote Count Summary:
- 424 votes - 17.2% turnout (out of pop. 2,457 per MN Compass)
- 63.68% voted “Yes” change the name
- 36.32% vote “No” keep the name

Summary presented by Monica and recap will be included with these minutes (see below)

All comments from the ballots will be emailed out to committee members for review

Phase 1 summary report to be provided to board
Also should be posted online and share info with NCR and Council President Bender

Postcard language for soliciting ideas for a new name:
Nathan created draft for review and discussion
Monica noted postcard most likely would not be out by the monthly Happy Hour
Discussion of language specifically for postcard, which can then be adapted for other communications

Motion to approve language for postcard: Approved

Motion that the initial narrowing by ECCO residents be by rank choice voting: Approved

Discussion:
- Possible format would be three columns with each column listing all options, first column would be your first choice, then second column would be second choice, third column for third choice
- Vote would be weighted
- Anne will look into best way to do the weighting (for example, 5-3-1 or 3-2-1 with first choice getting more weight, more points)
- Top two point totals would be presented to residents for final vote on new name

Motion to allow for comments to be included with name suggestions: Approved
- Give an opportunity for people share more about their name idea
- Optional, would not be required to provide any comments about the name submitted

Three key points in Phase 2 for communications with residents:
1) soliciting name ideas
2) Rank choice vote of list of potential names (10ish options presented)
3) Final vote between the top 2 names from the rank choice vote
Ideal to keep communications strategy consistent: postcards, flyers, e-blast, social media

Chair to present committee request to the board for funding for 3 postcards and 3 flyers, one postcard and one flyer for each of the three key communication points

Next meeting: Aug 5

Future meeting: Sept 3 to complete the narrowing of the name ideas (final submissions are due Sept 2, names identified by committee to be on the ballot shared with board prior to their meeting on Sept 5

Adjourned

Neighborhood Name Vote Recap

Valid votes to change the name:
154 No 36.32%
270 Yes 63.68%
424 Total valid votes 100.00%

Valid votes by:
17 In person 4.01%
315 Online 74.29%
92 Mailed postcard 21.70%
424 Total valid votes 100.00%

Reasons for rejecting ballots:
3 duplicate votes
1 business owner
3 no signature
4 no printed name of voter
4 no address provided
1 postmarked past cut off date
1 address not in ECCO
17 Total rejected ballots

NOTE: 424 votes represents 17.2% of the ECCO's total population* of 2,457
Population source: Minnesota Compass for ECCO neighborhood 2010
MN Compass does not break out the population count for residents over the age of 18

Votes counted by Monica Smith, Ralph Knox and Judy Shields on 7-16-19