



MINUTES OF THE COMMON COUNCIL

THURSDAY, SEPTEMBER 24, 2020, 11:30 AM

This is a virtual meeting

Please see agenda item A for more details

A. ZOOM MEETING INFORMATION.

I. This item contains information and instructions for the Zoom virtual meeting.

B. ROLL CALL.

Present: Brian Johnson, Chris Wery, Jesse Brunette, John VanderLeest, Mark Steuer, Veronica Corpus-Dax, Lynn Gerlach, Barbara Dorff, Bill Galvin, Craig Stevens, Randy Scannell, Kathy Lefebvre

C. PLEDGE OF ALLEGIANCE.

D. APPROVAL OF THE AGENDA.

Moved by Ald. Jesse Brunette, seconded by Ald. Randy Scannell to amend the agenda to take F2 before F1. Motion carried.

Moved by Ald. Randy Scannell, seconded by Ald. Lynn Gerlach to approve as amended. Motion carried.

E. RESOLUTIONS.

There were no resolutions.

F. COMMITTEE OF THE WHOLE.

I. To award contract 3277 "Presidential Election Voter Outreach Campaign" to KW2/HVS in the amount of \$150,000.

Moved by Ald. Randy Scannell, seconded by Ald. Barbara Dorff to approve Item 1.
Moved by Ald. Brian Johnson, seconded by Ald. Jesse Brunette to open the floor.
Moved by Ald. Barbara Dorff, seconded by Ald. Kathy Lefebvre to close the floor.
Moved by Ald. Brian Johnson, seconded by Ald. Randy Scannell to amend Item 1 to have a report of outcomes provided to the Ad Hoc Committee then to Council based on the work of KW2/HVS.
Moved by Ald. Randy Scannell, seconded by Ald. Lynn Gerlach to award as amended.
Yes- Barbara Dorff, Bill Galvin, Brian Johnson, Craig Stevens, Mark Steuer, Randy Scannell, Veronica Corpus-Dax, Kathy Lefebvre, Lynn Gerlach, No- Chris Wery, Jesse Brunette, John VanderLeest

2. To approve the acceptance of a grant from the Center for Tech and Civic Life, "Wisconsin Safe Voting Plan" in the amount of \$522,200.

Moved by Ald. Jesse Brunette, seconded by Ald. Mark Steuer to open the floor for discussion.
Motion carried.

Moved by Ald. Jesse Brunette, seconded by Ald. Mark Steuer to close the floor for discussion.
Motion carried.

Moved by Ald. Barbara Dorff, seconded by Ald. Kathy Lefebvre to approve Item 2. Motion carried.

G. REFERRAL OF PETITIONS & COMMUNICATIONS.

Moved by Ald. Randy Scannell, seconded by Ald. Barbara Dorff to refer the petitions and communications to the appropriate Committee or Commission. Motion carried.

A request by Ald. John VanderLeest to to the Traffic, Bicycle and Pedestrian Commission on behalf of area residents for a stop sign to be installed at the corner of Fawn Lane and Parkwood Drive.

A request by Ald. Bill Galvin to the Improvement and Services Committee for DPW to study the costs of recycling plastics versus collecting plastics as garbage and implementing the process that saves the city the most money.

H. ADJOURNMENT.

Moved by Ald. Randy Scannell, seconded by Ald. Barbara Dorff to adjourn at 12:36 p.m. Motion carried.

Kim Wayte

Green Bay Deputy City Clerk

These minutes in their entirety, are available in the City Clerk's Office and on the City website at greenbaywi.gov.

Verbatim Minutes

- [Corpus] All right. I call order the special meeting of the Green Bay Common council for September 24th, 2020. Clerk?

- [Kim] All 12 are present, your honor.

- Thank you. Please rise for the pledge of allegiance.

- I pledge Allegiance to the flag of the United States of America and to the Republic for which it stands, one nation under God, indivisible, with Liberty and Justice for all.

- Up to the agenda.

- I would like to switch the two items if I could. So I'd like to make a motion to move two to before one.

- Just a second.

- Second.

- Motion made by alder Brunette, seconded by alder-- F two before F one. Any discussion? Seeing none all in favor will signify by saying aye.

- Aye

- Aye.

- Aye.

- Aye.

- Half the agenda has been amended entertain a motion to adopt the motion--

- Permission to adapt as amended.

- Second.

- Second.

- Motion made by alder Scannell, seconded by alder Gerlach to adopt the agenda as amended. Any comments?
Seeing none--

- Deem the agenda change?

- Yes.

- Yes. Okay.

- All in favor, please signify by saying aye.

- Aye.

- Aye.

- Aye.

- Aye.

- Those nay, the ayes have it. We don't have anything under resolution so we can move along to F committee of the whole. So that brings us to F two. So on this item, before we get into the discussion, we just ask Ms. Jeffries to give a brief overview of what this \$522,000 will be used for.

- [Celestine] Thank you, mayor. So this is a second application to the center for Tech and Civic Life. For us to acquire equipment that would provide lasting change to our elections. You do have this in your packet. This is also publicly available in the packet. We did want to put some additional money in for staffing to ensure that we have appropriate collection at our drop boxes. There's a lot of equipment that clerk Teskey has really been needing quite frankly for many years. Signs, voting booths, locking supply carriers, which are essentially cages in which the voting equipment would be locked inside a locked room. Laptops and printers and also tablets. This would expedite and really verify both the registration process, that's what the laptops and printers are for, as well as the tablets are for-- I didn't see tablets here. Tablets are to help the greeters and a greeter is a job at each polling ward, which is a person who essentially greets the voter and just make sure that the voters' in the right place and so it's an address lookup. And so the tablets would help to facilitate that address look up. Also some hand carts to move some of the equipment around. And the other piece, two pieces of equipment are lift trucks and these lift trucks are needed in order to facilitate the equipment going inside a cage, the cage then being lifted to the polling location and then installed a locked cage inside a locked room. For the benefit of the council as well as the community, our voting equipment is dropped off the day before election day, for obvious reasons since election day begins at seven and the poll workers come to the polling places at 6:00 AM. And as I said, there's a small piece of this \$522,200, which is set aside to ensure facilitation of Dropbox collection.

- Thank you, Ms. Jeffries. Questions or comments on the item?

- Mayor I have a question.

- Yeah, go ahead alder.

- Ms. Jeffries is this the, in addition to the money that we had already applied in and accepted?

- [Celestine] Yes, it is.

- So regionally was it a little over a million dollars?

- [Celestine] Yes, it was-- The original request was \$1,093,000. We received an additional \$10,000 as a planning grant. So, \$1, 103,000. And then this 522, 200 is in addition to that.

- Okay. Thank you.

- [Celestine] You're welcome.

- Any other questions or comments from alders?

- I was just gonna make a motion to open the floor if there are members of the public interested but I can wait until alder Johnson.

- Alder Johnson.

- Thank you, mayor. I have a question probably again, I presume for chief of staff, Jeffrey's. Was this a competitive grant or was it offered to a wider pool or was it only offered to previous grant recipients?

- [Celestine] I believe this was offered to a wider pool of people, but I do not have verification of that. We were informed because we were recipient.

- Okay. Thank you.

- Brunette, do you wanna make your motion?

- Yeah. I make a motion to open the floor to interested parties.

- Second.

- Motion made by Brunette seconded by Steuer to open the floor. All in favor will signify by saying aye.

- Aye.

- Aye.

- Aye.

- [Kathy] Aye.

- Those nay, the ayes have it. The floor is open.

- We have a members of the--

- [Celestine] So please unmute yourself and state your-- Oh, I'm sorry, Mayor. Go ahead.

- Yeah, I was just saying, if they're members of the public, just state your name and address before speaking.

- Hi, this is Randy Grisworld. I'm with Ted fridge neighborhood association on the West side of Green Bay. I had a question with regards to it.

- [Celestine] Excuse me. I'm sorry. You need to provide your exact address.

- Oh, I'm sorry. 1041, Village Green Court in the city of Green Bay.

- [Celestine] Thank you.

- Just speaking as kind of a novice on this whole thing, can you tell me what the intent of the grant really is? In a sentence or two. What are you really trying to achieve with the grant?

- [Celestine] Yes, we are trying to achieve safe voting in the middle of a pandemic. That is the aim of the grant.

- Is it just for the city of Green Bay or is it County one?

- [Celestine] This is just for the city of Green Bay. There are other communities that have received the money, but inside Brown County, we are the only one.

- Do we have any evidence that unsafe voting conditions would exist during this pandemic? Is there any scientific evidence to say that or is it basically speculation?

- [Celestine] Well, I am not a scientist, but certainly we have a pandemic and we know how the virus is communicated and voting is a social endeavor. And so we want to assure that people can vote safely. Either vote safely on election day or vote safely and knowledgeably absentee by mail or absentee in person.

- Would the monies and resources be equally applied citywide to all residents? Are all voting residents of the city or is it specifically designated to underserved--?

- [Celestine] It is for every person who is eligible to vote.

- Mr. Griswold just wanna make sure that you're-- Excuse me, just wanna make sure that your comments are directed specifically to F two, which is the \$522,000 additional grant that we have applied for and we're seeing--

- I just wanna make sure that money that's being requested that is gonna be allocated equitably across all the voting districts of the city.

- [Celestine] So a lot of the equipment that Clerk Teskey to Mayor Genrich's point a lot of the equipment clerk Teskey required is to go at every ward in every polling location.

- Right. Thank you. That answers that.

- Any other questions or comments from the public? Entertain motion to close the floor.

- Motion to close the floor.

- Second.

- Second.

- [Kathy] Second.

- Made by alder Dorff, seconded by alder Scannell, to close the floor. All in favor, please signify by saying aye.

- Aye.

- Aye.

- Aye.

- Those nay, the floor is closed. Any other comments from alders?

- Mayor.

- [Kathy] Mr. Mayor.

- Just a reminder to press your button. I'm not always great about identifying that, but it's easier for me to see that instead of chiming in. So I think I had alder Lefebvre and alder Johnson.

- [Kathy] Yes, alder Lefebvre here. Mayor, to answer that gentleman's question, I think I might head with this because we're pretty sure all the experts are predicting in November. It's gonna get worse because we know that the flu season coming in and I've already talked to somebody who told me he had the flu already. So, if we have a combination, people getting the flu and if they get the virus, those people are gonna be very sick and our hospitals could be overrun. So I think this is very, very important that we accept this grant. I think we're grateful that we are getting this grant at this time. Any money that-- We need a lot of this to help and make sure that we have a safe voting environment for everybody. Thank you.

- Alder Johnson.

- Thank you, Mayor. For chief of staff, Jeffery's. In the grant application, there were laid out very specific requests. From my review of it, I think all of those were the purchase of tangible technological items that could obviously be used for, I mean, well, beyond just this election. Those pieces that were outlined within the grant application, are recommitted with this grant to purchase those things? Or is there flexibility for us to deviate from that list at all?

- [Celestine] So yes, alder Johnson, there is flexibility to deviate from the second list, as well as the first list. There is a process by which I undergo and that is to get approval from the grand tours to reallocate funds. But it is the expectation that we would move forward with our plans as originally outlined, should this equipment be available.

- Okay, so recognizing that obviously sometimes things can change, especially with how fluid this situation is from the time that maybe you submit an application to the time that we're taking it up. From your perspective have any of our needs changed from the time that this was submitted until now? Meaning like you outlined in that grant, do you anticipate trying to change any of that at this point?

- [Celestine] So for this second, the additional grant funds, our needs have not changed from the time this was submitted to now for the second grant.

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- Okay. Thank you.

- [Celestine] You're welcome.

- Other comments?

- I have a question Mayor. I'm sorry, I didn't press my button. You can ignore me if someone else's--

- No, there's no one else in the queue. So go ahead alder Brunette.

- Okay, thank you. I guess the question for chief of staff, Jefferies. If the needs change and we did as a city to reallocate some of the funds for different categories. In other words, not purchase the equipment outlined in the agenda item, who makes that call to allocate the funds? Is that something that has to go to the full city council or is that an administrative level?

- I would just jump in here to say that if we know we're making any alterations that are substantially dissimilar from what's included in our application then we would certainly bring that to council.

- Thank you, mayor. My only question.

- Any others? Right. Do we have a motion to--

- I don't think so. Move to approve.

- [Kathy] Second.

- Seconded by alder Lefebvre to approve any final comments. Okay, none. All in favor signify by saying aye.

- Aye.

- Aye.

- Aye.

- Those nay, the ayes have it. The item has been approved. Onto F one toward contract 3277 presidential election voter outreach campaign to KW2HVS any amount of \$150,000.

- Move to approve.

- Motion made by alder Scannell, seconded by alder Dorff for approval. Are their questions here?

- I do mayor.

- Yes, alder Brunette.

- Yes. Thank you. And I was wondering if Mr. Winters could go through the process of this bid RFP proposal. Just as an outline and then if I have other questions I'll ask them after he's done.

- Very good, Mr. Winters.

- [Winters] So this was a RFP--

- Permission to open the floor.

- His staff.

- I'm sorry.

- [Winters] This was an RFP that was brought to me by Chief Jeffreys. She assisted or I assisted her in writing the RFP. At which point once it was written, we put it out through our bid distribution network. It reaches several different parties who would be interested in participating. We had the bid or we had the RFP out on the street for two weeks. We gave them ample time to review, ask questions and prepare their proposal. We received, as you can see from the summary, we received two different proposals back. One was the one that we're requesting to war to and the other was from another vendor who did not necessarily meet all the requirements that we were looking for, which is what you can see-- Is why you can see that the difference in scores. From there we assembled the contract based on the RFP and the proposal and response to the RFP. And now we're here looking for approval.

- What is that the scoring for the price between the two bids came out exactly the same? Did we offer that hundred and \$50,000 as a price or did they just miraculously have the same amount?

- [Winters] So we offered up the budget was \$150,000. You can actually see that the winning proposal here that we're looking to award you actually did come in slightly higher, only because they came in \$50 less. So we have a formula that works by the lowest bidder, gets the full points and then there's a formula that it allocates points out there based on the bid, the total that company were to propose above the lower bid.

- Okay Mr. Winters, this might not be a question for you, but other staff, but I'll ask it all the same. Are these funds allocated from the previous grant that we approved or is this coming from city tax levy dollars?

- [Celestine] I'll answer that question. This is from the \$1,093,000 that we have already accepted from the center of Tech and Civic Life.

- Okay, is there-- Was there any coordination? Cause obviously there have been four other municipalities in the state of Wisconsin, Milwaukee and Madison. Was there any coordination with those municipalities in this preparing our bid? In other words, do you know if the other municipalities approved bids to the same company?

- [Celestine] There was no coordination.

- No, I'm not aware of this company doing similar work, but it's a possibility that we don't have that knowledge.

- [Winters] This company has done work for the Wisconsin election information though.

- That's the Madison based organization or the local one, that's from what I understand, kind of a subcontractor on the bid?

- [Celestine] Neither. The Wisconsin elections commission is a state agency that manages elections for the state of Wisconsin.

- No, I know that I miss Jeffries. What I meant by that, that company that received the bid. I think it's KW or whatever it is. What I'm asking is if they-- They've done work for the Wisconsin elections commission, is that what you meant?

- Correct.

- Okay. I do have no other questions at the point right now, but I wanna make comments before we vote on it. Thank you.

- Are there any other questions or comments? I don't have anybody else in the queue here, so all alder Burnett for a second time.

- Okay.

- I do--

- Go ahead.

- I do have my button, unless you're still going alder Brunette.

- Yeah, I can make my question and then comments, if you don't mind Mayor. From what I understand reading the contract that will be awarded, there's some language in there about analytics like this public relations for firm, will be targeting voters. From what I understand are looking for certain demographics of voters. Could you speak to what that is exactly? What that look in? How much money of this bid will go towards that component of the bid?

- [Celestine] I'm not sure. I'm not sure what you're asking alder. Can you clarify?

- So the public relations firm will promote our election, so people know where to vote and how to register and polling location changes and all the things that I think most of us, if not all of us would agree is a very good and valid thing for the city of Green Bay to do, especially in a pandemic. What I'm asking is, I'm very concerned about keeping any special interests, any partisanship, any steering of voters away from our election. And what I'm-- I guess what I'm asking is if part of this money that we're approving through the city of Green Bay will be used to encourage voters to participate in the election, which is a good thing. How are we making sure that everyone, every voter is treated the same way that certain voters are not rise to the level of importance and is analytics and data analysis being used to target certain voters?

- [Winters] If I can just-- I don't wanna put somebody on the spot here, but I do see that Mr. Hutchison from HBS with a partner. I'm not sure if he would wanna answer your question or not, or if he's even prepared to, but if he's able to, I would welcome him to speak to that question.

- Motion to open the floor.

- Second.

- [Kathy] Second.

- Made by alder Johnson's seconded by alder Burnett to open the floor. All in favor, please signify by saying aye.

- Aye.

- Aye.

- Aye.

- [Kathy] Aye.

- Those nay, the floor is open. Mr. Hutchison.

- [Sam] Hello. This is Sam Hutchison from HBS advertising marketing. I'm representing today, Elsa for KW2 who happened to have a conflict and they couldn't hop on the zoom today. To answer the question, I know that our charge is to reach every all voters in the city of Green Bay equally. And that's all that we'll be attempting to do with the outreach that we're doing. We are targeting any specific groups.

- Okay, Mr. Hutchison thank you.

- But I guess the question is, how will you determine that? Just mailing lists, media that goes throughout all markets to all people, or will you engage in Google or Facebook type analytics to target certain voters?

- [Sam] Any targeting that we would do would be to try to get as many Green Bay voters as possible.

- That's understood, but that can be accomplished through the media. Whether it be written, social media, radio, you name it. Traditional media. But what I'm asking is, will you engage in analytics, targeted voter list, who searched for certain voters that might not be reached by traditional media? I'm just asking a simple question, I'm not making a judgment right now. I just want to know the answer.

- [Sam] But I don't think we've got it down to the granular as to exactly how we're going to do the outreach, other than to know that it's to try to gather as many eligible voters in the Green Bay as possible.

- But the use of analytics is possible.

- [Sam] That's not my area of expertise, but I'm sure you can do things with analytics. All I know is that our charge is to reach as many eligible voters in the Green Bay as possible.

- Okay. Thank you Mr. Hutchison.

- No questions for him Mayor.

- Any other questions for Mr. Hutchison?

- Mayor, I press my button but it might not be working. Sam, Hello. My understanding was we're going to be analyzed based on what is the best form of media to reach people. For some people that's written word, postcards, et cetera, that was mentioned. For other people it's social media. For some people it's television, for some people it's radio. They mentioned a lot of radio stations. And so my understanding of the analytics piece was analyzing, what types of communication, where it says right in here, you will facilitate the flow of accurate information from the city of Green Bay, as well as other trusted partners and Wisconsin election officials. And these relationships will be used to create the best possible media partnerships for the Wisconsin say, voting plant. So my understanding of this analysis, using data, people communicate in lots of different ways and you wanna be sure that you cover all of those different ways. Would that be accurate, Mr. Hutchison?

- [Sam] Yes, that's accurate where we know that to get people to make an action, usually we have to touch them later in six times, make sure that they received-- Different people receive messages in different ways. I know that people, some people, my father included like to read the newspaper. So people get their information online. Some people are in radio. We're just trying to put that out there to get as many people and give them enough impressions that it will make them feel comfortable. However they wanna go.

- [Celestine] Thank you.

- [Sam] Welcome.

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- Alder. And I should not blame civic clerk. I was under the wrong item. So I'm under the right item now. So I'm seeing names. Alder Vanderleest, do you have any questions for Mr. Hutcheson or--

- Not for Mr. Hutchinson's. No.

- Okay.

- But, I would like to make a comment later. Thank you.

- Okay, you bet.

- I'll entertain a motion to close--

- I do have a question Mr. Mayor but I don't see a button.

- Alder Wery go ahead.

- Thank you. Thank you, Mr. Mayor. Thank you, Mr. Hutchison. I do have a question in the proposal you had submitted to the city regarding direct mail. You have two potential postcard plan, but there is a sentence that states knowing that one or both of the mailings could be scrubbed. Now, social media is great, radio is obviously excellent, but social media really only is going to get at-- Usually younger in the city and direct mail would truly get everyone. I feel it's very important to make sure that both of those mail pieces, if not more, go out, can you speak to that?

- [Sam] Yes, the sentence that you're referring to just had to do with timing, because know that printers in mail houses are pretty inundated right now. And depending on when we have a signed contract then we can go, I'm just not sure that they're gonna be able to get it done. So that was the caveat there. We just have to make sure that we're able to give it in on time.

- It looks like the first mailer would go out in maybe two, three weeks. I think October 12th or 14th, something like that. Do you feel pretty confident with that timeframe? You'd get that out?

- [Sam] I'm confident that we can have it ready, but I have to reach out to the mailer, to the printer. They can do it.

- I appreciate the honest answer there. I really feel that's just the direct mail. That'll truly reach everybody, whereas the other ones are kind of certain markets. Thank you.

- [Sam] Understood. Thank you.

- Thanks alder. Any additional questions Mr. Hutchison?

- Yes, alder Lefebvre.

- [Kathy] I got my thing on ops. Does noise show up many for you? But I have a question for Mr. Hutchison. I want to know one of the criteria also would be looking a little onboarding and that tends to be districts six is one of the lowest voting districts I think we have in the city. Are you also looking at that?

- [Sam] We are looking to have the kick off meeting with the city and groups that are involved to help educate us of where the need like being hired. So, no, I don't have data on one of the lower voting areas in the city.

- [Kathy] Okay. Thank you. That's all I have. Thank you.

- Alder. Motion to close the floor.

- Second.

- Motion made by holfer Dorff seconded by alder Lefebvre. All in favor, please signify by saying, aye.

- Aye

- Aye

- Aye.

- Those nay, the ayes have it. The floor is closed. Alder Vanderleest.

- Thank you Mayor. My comment is that if this grant wasn't proposed, we wouldn't be having this conversation. I think that, generally, in the past it's always been the two parties that kind of, get the word out on the voting and things. And I don't know how the city happens to be the one that's kinda in the driver's seat, to get the word out on onboarding and things like that. And it seems like the people that send out the grant money, it's trying to influence our voting, right across the board. And then we're trying to take over what the two parties have been doing in the past. I don't know if that's really the job of the city of Green Bay. It'd be, marketing and all the things that go into it. But I feel that, the CD's kinda, jumping in on this and without this grant, we wouldn't be doing any of this. And I thought we did a pretty good job on the last election and things like that. And, the media that's out there right now, as far as people would get out and vote and what have you. So I think that it's trying to influence, the overall how it's being proposed. I feel that the city wanna get involved with this down longterm or what's the thoughts?

- Thanks alder.

- You hear me Mayor?

- I think it's important to know, just for informational purposes that the council approved of this grant already. That's \$150,000. Nearly 1.1 million that was already approved, but council didn't have didn't raise any concerns when this grant was approved. So I think that's important to know. Alder Johnson.

- Thank you Mayor. Just a couple of questions. And whoever on staff would like to-- Who directs the messaging on this? Is it the city of Green Bay? Or is it the granting agency? Or perhaps maybe it's coming from the PR firm?

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- [Celestine] So the directing of the messaging comes from the city of Green Bay. We obviously have technical assistance from the center for Tech and Civic Life. And we believe we have-- We would like to give a contract with council approval to affirm that very well understands Wisconsin election law.

- Okay. One of the things that-- I did a little bit of research on their mission and they seem to be very focused on tech and all things of that nature. No where in their mission or the description or nonprofit have I found anything about outreach or PR related to elections. Is this something new or maybe specifically you can answer. Was this something that was a grant requirement or that the city of Green Bay has put out there?

- [Celestine] I'm sorry, when you say you research them to whom are you referring?

- Oh, sorry, the granting organization.

- [Celestine] So your question--

- So, their mission specifically states technology advancements, they don't have voter outreach. So that's what I'm trying to figure out where the source of this is from. If it's a grant requirement or if we are proposing this.

- [Celestine] This was not a grant requirement. We proposed it. And the center for Tech and Civic Life, they marshal as many resources as the grantees require.

- Okay. Okay, so one of the let's appreciate that this was-- Was in the original grant application that we approved. But I think what wasn't particularly transparent at the time when we approved this is a very vocal endorsement from members of our administration on partisan candidates. And so I do think it's a very fair question to ask if this PR campaign is going to blanket all voters within our community or if they're--

- Alder, I do have to interrupt and say that I don't appreciate the implication.

- It's not an implication. It's very explicit.

- And so what's your allegation?

- It's not an allegation. It's a question. What kind of assurances do the residents of our community have that we are going to attract all voters and not just those that have been publicly endorsed and for whom we're campaigning.

- That's it? And that's an incredibly insulting question, first of all. Second of all, this effort will be strictly nonpartisan.

- That's all I needed to hear. It was a question.

- It was an insulting one.

- I disagree, I think it's an honest question that should be asked on behalf of the residents of our community. Alder Dorff.

- Thank you, Mayor. So, as I know many of you, of course have been following along with the work of the elections committee has done. I'm sure you've all been viewing the hours and hours of video that we have out there as part of our minutes. And I'm certain that all of you have seen that this was a request that came from the elections committee long ago. Long, long ago when we first started. We wanted to ensure that with the polling locations possibly changing, and they did, with the procedures possibly changing, and they have, getting additional drop boxes. All of this information needed get out there. Our city staff is overwhelmed. The clerk's office has more work than they know what to do with. I have asked them and any other city employees to engage in this. And it's as successful of a way as grant in the organizations. This idea is not a brand new idea. You have all approved this as you approved what elections committee has been doing. And I really suggest if you have not, that you go back and you view all of those meetings and you listen to what we have said. And the things that we have been working on. Elections committee was appointed by this council to ensure that we would have a successful November election. And I am one game old blocks that appear to be being thrown up for, I don't know what reasons. You know exactly what people do not want to have information about-- What groups are you still concerned about that might get extra information. I can imply some things too. So please alders, remember what you've already voted on. Remember what you've already approved. And I wish we would quit throwing out specious accusations. Thank you.

- Thank you alder. Alder Gerlach.

- Thank you. We are swimming in my water. I have a struggle with sewer pipes and Ted's and tips and all of those subjects. But now we are talking about something that brings together the two areas that I have focused my entire professional life on and that is education and communication. So you probably aren't surprised to know that I read this proposal very carefully and really enjoyed reading it. And I would say in response to alder Vanderleest-- A very precarious situation right now. And the outcome of our election is threatened because of the pandemic. As long as I have lived, I have never voted during a pandemic. This is a different kind of beast that we're dealing with. As I said, this is my area of expertise. This is what I do. I mean, as a communication consultant, I do these very things but on a much smaller basis. I don't have a team of 28 people. And as I read this, I was looking for things like questions that have been brought up. I looked at all the samples and I said to myself about each one, is this unbiased? Is this nonpartisan? Is this truly education? Or is this some kind of influence? And I feel very comfortable that we have chosen here, an organization that is not trying to peddle influence or change minds but is trying to help people exercise their rights. The outcome of the election will be better. The more people are educated as to how they can participate. And I feel very impressed that this organization understands the really difficult timeframe we have here. We don't have a lot of time. I look carefully at how they plan to address that. I looked at how comprehensive this program is. I think it's a very excellent proposal. I feel very confident as a communications professional that this is a good thing to do and I really believe it will make our election results better, if we define better election results, as empowering as many citizens as possible with the right to exercise their democratic--

- Thank you alder. Alder Lefebvre. Alder Lefebvre?

- She's on mute.

- [Kathy] Sorry. I was muted. Sorry, Mayor. I want to bring up that-- For everybody. I was an SRD, a Special Registered Deputy to the state of Wisconsin. I took classes. Hours I had to take to be certified. This was years ago. And then they took that right away from SRBs. And I went out. When I would register people, I found that's the most honest thing ever. People told me if they were not legally right to vote, no matter who they were here illegally, or if they were still a felon, did not go through their probation. I believe in the right of everybody. I didn't care who-- I never asked if you were Democrat or Republican. This is so important. This item here. We-- In a pandemic and we're gonna have the flu season. People are scared. Many of them will not want to go in person if it gets worse. So this is very important. And I think that we need to put out whatever we can to get as many people out there voting. This is important. All elections are important. I've always told people go and vote. So I'm gonna prove this. We need this. This is important. Alder Dorff and alder Gerlach have mentioned. Thank you.

- Thank you, alder. We've got a few people in the queue that have already spoken. A couple of people listed twice. So if you could just check that. Looks like alder Brunette.

- Yes. Thank you. Mayor. A question for staff, who will approve the final content that goes out, whether it be on Facebook, social media, other social media venues, print media. Who will approve the final messaging? Will it be this firm or will it be someone from the administration or the full city council or the elections ad hoc committee? We need to figure that part out.

- [Celestine] It will be staff.

- What do you mean by staff?

- [Celestine] We have an internal elections team, which is the clerk, the clerk's office, the clerk and the deputy clerk, staff from IT, HR law, myself. So there's about eight people on this internal team who would be looking at final product before it went out.

- Will it be a though to this eight member staff, like five people like it, three don't, three are concerned with this or that. Like, how will we know that this is completely non-biased, nonpartisan plan? What assurances does the public have that city resources will be used on a very nonpartisan manner?

- It's the law alder.

- It's the law?

- It's the law. Correct.

- So, what law are you referencing? That's my point. I need to-- If we're gonna approve--

- What I'm saying is we're prohibited from engaging in any sort of election-- With official resources. And obviously that will not be occurring.

- Well, I beg to differ. I think we will be as a city, engaging in electioneering by accepting this grant. So let me explain where I stand on this issue. I agree every single person who's eligible to vote should vote. I've said that

from the very beginning. Local elections, state elections, every election that I participate in as a kid or as a voter, I encourage full voter participation. I represent the 12th district, which is entirely on the Oneida reservation. I encourage every single person on the Oneida reservation to vote. They don't always vote in every election and I encourage everyone to vote. I encourage every gender, every sexual orientation, every religion, every skin color, every nationality, every single person across every economic or demographic group as long as they're eligible legally to vote, I encourage full voter participation. Groups turn out the vote all the time. Legal women voters, rock the vote, MTV. Now the Green Bay packers, celebrities, sports stars, you name it. We all can agree that everyone who is eligible to vote, should vote. The question and the ethical dilemma we find ourselves in as a city is the center for Tech and Civic Life is providing the funding for the city of Green Bay to have a public affairs campaign or public relations campaign to turn out to vote. That organization, which sent us the-- That gave us the grant money received a \$230 donation from the founder of Facebook and his wife. Two people donated \$250 million and they're encouraging targeted voter participation and municipalities all across the country who in Green Bay, we're seeing Kenosha, Milwaukee, Madison, Philadelphia, go down the list. My point that I'm trying to make is, very highly partisan times where special interest groups and political parties and money and corporations are influencing our elections. How can we possibly in good faith accept money from an organization to run a public affairs campaign that received \$250 million from a single party and their spouse? It opens up all kinds of ethical situations. And that's where I was hammering down on the Anna Way. It's not that I don't believe that analytics could be used for voters. Best things that political parties and special interests groups do in the city of Green Bay should not be used as a conduit to accept money from a third party organization to engage in this sort of activity. Now, let me ask you all this. Right now, the donor to this group of Civic and Tech Life Center for Tech and Civic Life is Mark Zuckerberg. What happens in the next election if the, I know, I believe one of the gentlemen pass away, but the Koch brothers or any other corporate entity or businessmen, what happens at the next election, that they're the ones that are giving this money. We cannot treat Green Bay as a conduit to accept outside money, to target voters, okay? Send flyers and postcards and media to everyone letting them know, okay, we're in a pandemic, we've gone from 31 polling sites to 15 or 20 or whatever it is. These are the locations you go vote at. This is how you become a voter in the city of Green Bay. That's a program. And if you're saying that staff is going-- You say that it's the law, but I think we need to know how exactly and who has the ultimate say in that. Mayor, you were a little perturbed with Brian's Alder, Johnson's point about, okay, if you're part of that staff discussion, you have endorsed candidates in this race. So you should recuse yourself from that messaging. Sorry, that's just the way it is. I have not endorsed anyone. I can look unbiased at this. And my unbiased, nonpartisan, non special interests influence' opinion is, this stinks. This is not past the smell test. Realize what you're doing if we pass this. We can accept some of the messaging, remove some of this and make it about community engagement. This is where you vote and whatnot. Be very clear about that. But if you say that this is a staff level discussion, I'm uneasy with that. Those are my comments. Thank you.

- Thanks Alder. Any others?

- Yep.

- Alder Wery, go ahead.

- Thank you, Mr. Mayor. Up till now, obviously we've spent in focus the money we've received and thought it would be for election equipment. And then it's been a godsend for that personal protection equipment. And
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that's also been, excellent. Extra funds for poll workers to pay them hazard pay. Excellent again. And then we did some in-house mailers across the city that went out to everyone and all those are all excellent things. We voted for this really, before a lot of the-- Our nonpartisan mayor really became partisan, unfortunately. And we saw pretty nasty letter to our president, we saw endorsement of a Democrat candidate for president Joe Biden, as well as all different below ticket item. So now, since that has occurred, we know from earlier discussion this that you were involved in helping us get this grant, which is great for the Mexicans up here, the different things I meant. How can the citizens-- I've been enhanced this now that you've kind of jumped in and kind of divided Green Bay at the city level. We should talk about roads and parks and police and fire. How can the citizens of Green Bay be assured that these efforts really not just paying special attention to certain voters. There's that great uneasiness. And it's very easy to see why, no matter how much you might not wanna recognize it, but as the other alders mentioned, I'm also uneasy with some of this message that we might-- Did you get to welcome people to vote? Anybody? Whatever, but when we're starting to target and when we see the forces behind where people lie, you can see why people are uneasy. Thanks.

- Alder Scannell.

- Thank you, your honor. I'd just like to say, first of all, that, if the-- Wants to give money to any group to get out the vote, I don't see why we wouldn't take that. We're not beholding to them to anything. As far as I know from the Zuckerberg's, they have not taken any partisan position. Matter of fact, they've been taking heat for allowing some of their inappropriate vying posts of different parties, and essentially them, at least marking them as being false. So this is just-- I realize there is a paranoid element out there in our politics and I realize, but that doesn't mean we have to give into it. There's no evidence whatsoever that all we're doing is, telling people the changes, informing people. I mean, it's been mentioned that there's now celebrities. They don't know our particular circumstances. Our changes in our city, that's what we have to get off to the voters. And I think that's what we're doing here. There's no evidence we're doing anything else. None. And as far as I keep hearing this letter about, you know, from the mayor to our president, well, when you have a president who in his rallies, incites violence, that was an appropriate letter. There was nothing inappropriate in that letter.

- Point of order.

- Hey, I got the floor.

- Alder Scannell has the floor.

- But when you say something clearly off the rails, Randy, I'm you calling out.

- Alder Scannell has the floor.

- And he's off the rails.

- Alder Scannell has the floor, alder Wery.

- That's a matter of fact that this president has incited violence at his rallies. It's plenty of video on it. That's a matter of fact, I'm not making a squirrel less accusation. And that is what prompted the letter. I believe if there was a democratic candidate or an independent candidate who did the same behavior, that our mayor should write them and say, that behavior is not acceptable. It was the behavior. There was no political message in that letter. No political message. It was a specific behavior that is well-documented and saying not acceptable in our community. I think that's appropriate that--

- Point of order, I think we're talking about the grant.

- Alder Scannell continue.

- I'm not the one who keeps bringing up this letter business and it's just bull. So, there's no evidence whatsoever that what we're doing here is playing partisan politics at any size, shape or form. There are definite things that have changed within our city that gonna throw a lot of voters for loops. Voting procedures, voting places. We need to get that information out to as many people as possible. That's what we're doing here. There's absolutely zero evidence of anything else.

- [Celestine] Mayor, if I may.

- No matter where the money is coming from, we're doing what we wanna do with it and what we're doing is informing our constituents. If you can show me that we're doing something else, okay, but you can't, you're not. All you're doing is throwing up all kinds of suspicions. And I appreciate that those suspicions are out there in our community. But that doesn't mean we have to give in to them. We don't have to get into that kind of paranoia. So I believe we're doing the right thing here. I believe in democracy more than I believe in any partisan politicking. We're reaching independence. I think we're gonna be reaching Republicans. I think we've been reaching Democrats. We're gonna be reaching everybody. And that's, to me, that's what democracy is all about. If that's all that matters. So I support this and I think-- And I appreciate some alders' suspicions coming from their constituents, but I don't appreciate that you don't understand the law or what we're doing and you can't address that yourselves. That's it.

- Thank you alder. Alder Johnson.

- Thank you mayor. So, to alder Scannell's point, there are suspicions and paranoia. And so my objective with asking some of the questions that I did ask was to really kind of talk about the elephant in the room. Get the public confirmation that we needed to get, which we received. Because of that, I feel satisfied. So my biggest thing is that I wanted to ensure that all residents in our community have access to this PR in an equitable way. And staff has confirmed that. I think the messaging needs to focus on how to vote in a pandemic. Obviously there's a lot of things that have changed. We need to get that word out to the community. I think we need to do that, but I think we're also naive to believe that analytics hasn't been used in a way to influence elections. And so we've gotten that assurance from our staff that that will not be part of this campaign. Then that's what I needed to hear. However, well not however, but there is one thing that I would like to address. So KW2HBS high quality organizations, I looked into them, I researched them. I'm very confident in everything that they do. And one of the things that they suggested in their report was that they would-- Or their proposal was that they would provide a report that shows all of the outcomes of their campaigns. And so I would like to just offer up an amendment to the original motion that that report be provided to the city council as a contingency of disapproval in its entirety.

- We have a motion to amend. Reporting of outcomes to the city council, based on the work of KW2HBS. Motion was made by alder Johnson, seconded by alder Scannell. Discussion of that amendment.

- [Kathy] Mr. Mayor, I have my button pushed.

- Yes. On the amendment alder Lefebvre.

- Yes. I think alder Johnson, that's what I was going to bring up. I think it's very important that if there are-- This be above board completely, that anybody has a right to weigh in on the decision. Thank you.

- Thanks alder. We do have a number of people in the queue. Alder Dorff on the amendment or the item?

- On the amendment. I just want clarification. Just what exactly does that mean? After the work is all completed?

- [Celestine] Yes.

- Then I'm just not clear on what alder Johnson wants.

- Sure. Alder Dorff it states in the proposal that when the work is completed a report will be provided, that shows all the ads they took out, I presume. I guess the outcome of their work. And so all I'm asking in the spirit of transparency, again, to calm some of those fears that the public does, that they've communicated to me. I think if we can be transparent with that outcome, I think that's a good thing. So that's why I'm requesting it.

- So then you wouldn't want it to go to elections committee, the ad hoc committee first?

- Yeah, it could certainly go to the elections committee. I'm comfortable with that as long as it makes its way to council.

- Oh, okay. Thank you.

- Alder Galvin on the amendment.

- Actually on the amendment and also a little bit on the previous discussion. I think that's a good solution alder Johnson. They have a review by the election committee and by the full council as to what's going to be done here. I do somewhat resent some of the insinuations that have been made here about the partisan politics, especially if we were to look at other alders Facebook pages, it would be very obvious how some of them lean politically and the comments they make are quite partisan on those Facebook pages. It allows us to have those opinions and to express them. And I'm just a little shocked that people think that the city hall and this organization would be trying to influence voters to vote one way or another one when it's been pretty clear from everything that we've had from the get go of receiving this grant money and what it was intended for that it was merely intended to improve the ability to vote in the city of Green Bay. Inform all citizens of the city of Green Bay, how to vote, how to register to vote and some of the safety procedures where to vote and everything else. I'm a little disappointed, I guess, is probably the best way to put it at the way some of this discussion has gone and I certainly hope we can put this behind us and move forward for what's best for everyone in this community. Thank you.

- Any other comments on the amendment?

- [Celestine] May I just like clarification If I may?

- Yes. Go ahead.

- It is unclear to me exactly what's being asked for. The report is after the fact, not before the fact. So the campaign will happen. The outreach and education will happen throughout the entire month of October, right up to election day. And the report would be generated after. Is that what is being discussed here? Just to be clear.

- Yes.

- [Celestine] Thank you.

- Mayor, if I could restate the motion. To alder Dorff's point, if we refer this back to the special elections committee, which would then in turn, would approve they're denying the report and it forwarded onto council. I think that process makes sense into further clarify. That is, that is the way that I understand it as well, but this would be after the fact, but still achieves the transparency that hopefully will put people at ease.

- It's sufficient, Ms. Jeffries?

- [Celestine] Yes, it is Mayor.

- Okay. So we do have that amendment, which would require sort of a debrief or report out by KW2HVS to our ad hoc elections committee. And then of course on the council motion has been made and seconded. Make final discussion on that amendment? Seeing none all in favor will signify by saying aye.

- Aye.

- Aye.

- Aye.

- Aye.

- For those nay, the ayes have it. The item has been amended.

- Motion to approve as amended.

- Second.

- Motion made by alder Scannell, seconded by alder Gerlach, to award the contract as amended. Any final comments?

- We use the board?

- Yes, we can certainly use the board. All right seeing none, we will go to the board.

- [Kim] No, it did not alder Steuer. Would you like to voice vote?

- I'll do, yes.

- And that motion is successful nine to three. Onto petitions and communications. Any to be made?

- Alder? Mayor?

- Alder Galvin, go ahead.

- I'm sorry, I think I might've just turned off civic clerk, but I do have a communication. This is for improvement in services. I'd like the city to investigate the cost savings of not collecting plastics or recycling in the merely collected as part of our regular garbage pickup.

- Alder, any others?

- Alder Vanderleest.

- Go ahead alder. I think communication to traffic and bicycle and projection commission, I request on behalf of the area residents for a stop sign to be installed at the corner of fawn lane and Parkwood drive. I'll forward that. Thank you.

- Thank you alder. Any others?

- Mayor, what was the vote on that? I was blacked out on that vote.

- It was nine to three.

- Thank you.

- Motion to refer.

- Second.

- Made by alder Scannell, seconded by alder Dorff to refer those communications to the proper authority. All in favor signify by saying, aye.

- Aye.

- Aye.

- Aye.

- [Kathy] Aye.

- Those nay, the ayes have it. Those have been referred adjournment.

- Motion to adjourn.

- Second.

- [Kathy] Second.

- Made by alder Scannell, seconded by alder Dorff. All in favor signify by saying aye.

- Aye.

- Aye.

- Aye.

- Aye.

- The ayes have it. We're adjourned.

- Bye bye.