

Charlottesville Sister Cities Commission
AGENDA
Meeting June 6, 2023
City Space Conference Room

I. Approval of Minutes

- a. February 7, Outreach Committee Meeting Minutes
- b. April 4, Grants Committee (Travel Scholarship) Meeting Minutes
- c. May 2, CSCC Meeting Minutes

II. Secretary's Report

- a. Decide on July Meeting Date

III. Email Communications Report

- a. Discussion of email communications, use of email account, and role of Email Account Coordinator

IV. Chair's Report

- a. Vote for Office of Interim Chair, Effective July 1 – September 30, 2023 (Discussion and vote led by Maxicelia Robinson)
- b. Vote to for Interim Email Account Coordinator Reporter, Effective July 1 – September 30, 2023
- c. Discussion of CSCC Annual Report

V. City Rep Updates:

- a. Besancon
- b. Huehuetenango
 - i. Discussion and Vote to retroactively approve Huehuetenango as a Friendship City
- c. Poggio
- d. Winneba

VI. Committee Updates:

- a. Grants
- b. Education
- c. Communications
- d. Outreach
- e. Budget & Finance

Next Meeting:

CSCC Meeting - July TBD, 4:30-6:00pm, City Space Large Conference Room

Charlottesville Sister Cities Commission

MINUTES

February 7, 2023, 4:00 - 4:30 PM

CitySpace Large Conference Room

Present: Claire Denton-Spalding, Kimberly Hayes, Stella Mattioli, Sylvia New Strawn

Non-voting Members Present: Maxicelia Robinson, Deputy Clerk of Council

Meeting opened at 4:00 pm Claire Denton-Spalding presided

- I. Purpose and Objectives
 - A. Claire Denton-Spalding prepared an Outreach Strategy document for review during the meeting.
 - B. She began the meeting by stating the purpose and objectives of the Outreach Strategy to ensure all members are able to articulate the shared vision for outreach and have a consistent strategy for outreach.
 - C. Outreach Strategy Presentation Link: [P 020723 SC Outreach Strategy.pptx](#)
- II. Outreach Plan Review
 - A. Claire Denton-Spalding presented the Outreach Strategy
 - B. The vision for CSSC outreach is to increase awareness of the Charlottesville Sister Cities (CSC) program to build a robust network of residents who want to attend events and apply for grants.
 - C. The outcomes of this outreach strategy are to have high attendance at CSC events and many applications for grants coming from our network of supporters, build nonprofit and media connections to help spread the word about CSC initiatives, and gain recognition as an entity within the Charlottesville government.
 - D. More specifically, the goals we would like to achieve are to
 1. Compile a database of supporters through our website mailing list and social media
 2. Increase online engagement
 3. Build relationships with Charlottesville nonprofit and media institutions
 4. Identify opportunities to share information about CSC (e.g., events, clubs)
 5. Ensure outreach for initiatives (e.g., events, grants) is incorporated into the planning process
 - E. To be able to achieve these goals, we need to use the tools we have at our disposal and build additional tools, like a mailing list sign up on the website, a logo for CSC and branding standards, digital materials, print and event materials, and a communications packet (e.g., elevator pitch).
 1. Kimberly Hayes suggested adding an electronic press kit, which would include a PDF with FAQs, boiler plate for press releases, headshots, and JPEG versions of the logo.
- III. Roles and Responsibilities
 - A. To be successful with this outreach effort, the meeting participants volunteered to lead specific roles:
 1. Kimberly Hayes volunteered to be Social Media Lead. The Social Media Lead manages social media, including developing content and managing a posting calendar
 2. Sylvia New Strawn volunteered to be Partnership Lead. The Partnership Lead identifies and reaches out to potential nonprofit, business, and government partners.
 3. Stella Mattioli volunteered to be Media Lead. The Media Lead interfaces

with local media to spread the word about events and initiatives

IV. Next Steps

- A. Update the CSC website to include a mailing list option
 - 1. Maxicelia Robinson said that she would need to review mailing list requirements to be sure we are in line with privacy concerns.
- B. Hire graphic designer to make logo and branding guidelines
 - 1. Maxicelia Robinson noted that to change the logo, we would need to coordinate with the City of Charlottesville's Communications Department. Any changes to the logo would have to live within the City of Charlottesville.
 - 2. Maxicelia Robinson noted that any swag created would need to have a long shelf life to be useful for more than one event.
- C. Meet with nonprofits and media institutions to share information about CSC
 - 1. Maxicelia Robinson said that Charlottesville has a community media center that can assist with getting the word out about events.
- D. Identify free or low-cost events / venues for sharing information about CSC

Meeting adjourned at 4:25 pm

Respectfully submitted,

Claire Denton-Spalding, Communications and Outreach, Member-at-Large

Sister Cities Commission Grants Subcommittee
Minutes, 2023 TSP evaluation meeting
Tues, April 4, 2023, Virtual/zoom, 4:30pm

Present: Alicen Brown, Daman Irby, Vivien Wong, Adrienne Ward, Max Robinson

- Reminder about anonymity in discussing applications; applicants identified by initials
- Brief review of program policies
 - \$8000/year dedicated to TSP, at \$2000/city;
 - Maximum individual travel scholarship = \$1000;
 - In the case that \$ for a city goes unrequested (i.e., no applications, that city's funds can be used for eligible surplus applications for another city);
 - # cycles/year still undecided*

*At our March 2023 meeting we did not make decisions for program long-term, whether 1 or 2 cycles/yr, but decided to run an interim program for 2023, to address immediate requests (and mediate the delay caused by postponement of TSP discussion at Feb meeting)

- Brief review of criteria for funding travel to Sister Cities
 - Travel objective must align with CSCC mission
 - Applicant offers compelling and/or reasonable explanation of need
 - Residency in Cville/Albemarle? (address provided on application)
- Discuss applications – 9 applications in all, as follows:
 - Besançon: 1 app;
 - Huehue: no applications
 - Poggio: 3 apps;
 - Winneba: 5 apps;
- Recommendations
 - The Grants/TSP Committee recommends funding travel for:
WC - \$4000 for travel to Poggio (\$1000 apiece to 4 students on CHS trip)
VP - \$1000 – for travel to Winneba with the Cville-Winneba Foundation trip
DT - \$1000 - for travel to Winneba with the Cville-Winneba Foundation trip
 - The Committee does not recommend funding travel for RGW, KJ, TR, YR, MT, CM; for any single or combination of the following reasons:
 - Unclear or inappropriate travel objective
 - Little or no explanation of how travel connects with CSCC mission
 - Little or no discussion of financial need

- Application lacking in basic information, eg specific funding amount requested
- Residency issues – city funding intended for Cville/Albemarle County residents; applicants from other counties ineligible
- Discussed next steps, including:
 - informing applicants of decisions, who/when;
 - creation of expectations doc, and financing doc, to be included with letter to scholarship recipients;
 - need to develop formal rubric for evaluation

Meeting adjourned 6:00pm

Prepared by: Adrienne Ward, Grants Committee Chair

Charlottesville Sister Cities Commission

MINUTES

Meeting May 2, 2023

CitySpace Large Conference Room

Present: Alicen Brown (via Zoom, see statement below), Claire Denton-Spalding, Michael Grinnell, Kimberly Hayes, Edward Herring, Daman Irby, Stella Mattioli, Sylvia New Strawn, Elizabeth Smiley, Adrienne Ward, Vivien Wong

Absent: Nana Gharthey

Non-Voting Members Present: Maxicelia Robinson, Deputy Clerk of Council

Meeting opened at 4:40 pm Daman Irby presided A quorum was present

Opening Statement from Chair Daman Irby:

“K-12 Representative, Alicen Brown, has requested to participate remotely from Charlottesville High School. She has referenced Criteria number 4 which indicates personal matters as her reasoning for remote participation. Each representative may participate remotely up to three times per year when using Criteria 4 as the reason.”

I. Approval of March Meeting Minutes

Motion (Edward Herring) to approve as revised

Motion Seconded (Kimberly Hayes)

Motion passed unanimously

Approval of Travel Scholarship Meeting Minutes on April 17

Motion (Adrienne Ward to approve as written)

Motion Seconded (Claire Denton-Spalding)

Motion passed with abstentions from those not present at the meeting (Sylvia New Strawn, Elizabeth Smiley, Vivien Wong)

II. Secretary's Report (Elizabeth Smiley)

No new business

III. Chair's Report (Daman Irby)

a) Review of city council resolution restoring meetings to in-person

Daman asked for input on preferences for our ongoing meeting location. Edward and Claire both stated a preference for the current location. There was consensus that we will continue to meet on the first Tuesday of each month at the current location, CitySpace Large Conference Room.

b) CSCC Applications Updates

Four terms are expiring on June 30: Higher Ed Rep, Besancon Rep, Poggio-a-Caiano Rep, At-Large Member. Applications for these positions are now open on the City website; the deadline to apply is June 9.

Action item: Daman requested that commissioners with expiring terms email him by May 16 indicating whether or not they intend to apply for another term.

Action item: any Commissioner planning to re-apply must either complete the city's online application or print a pdf version and submit it to the Clerk of Council's office.

- Daman signaled his intention not to reapply for another term as Higher Ed Rep.
- Vivien pointed out that while her term does not expire until 2025, she will be leaving for college in the fall. In order for her unexpired term to be filled in September, she will need to send an email to the Chair with a copy to Max by June 20 indicating her intention to resign, and Max will post the vacancy on the city website for the next application period.
- Edward has expressed an interest in the position of Commission Chair. He has agreed to serve as Chair for our June meeting, as Daman will be away at a conference and unable to attend.

IV. Email Communications Report (Adrienne Ward)

We have received a notice from the WIX company of an impending deadline for reviewing their new pricing structure and deciding if we will continue to subscribe to their platform. (See additional discussion on this topic during Communications committee report, below) Vivien has been working on our website and reported that the WIX platform is no longer a good option for us; there was brief discussion about whether or not to re-subscribe on a short term basis or for another year; Max suggested we hold off on making any substantial changes pending possible upgrades and changes to the City's website which are currently under consideration. More research on options is needed as well, and the Commission will need to vote on adopting a new website platform.

V. City Rep Updates

a) Besançon (Elizabeth Smiley)

Report on recent City Rep trip to Besançon (April 2-5)

- Guest report: Will Keener, a CHS junior who traveled with the student group to Besançon, gave a brief but enthusiastic report on his experience.
- Elizabeth distributed a first draft of her written report and gave an overview of the packed schedule of activities and events during the City Rep visit. Kimberly set out a display of brochures and promotional materials from Besancon for commissioners to browse. *Link to report here:* [Besancon Trip Report 2023.docx](#)
- Kimberly and Edward contributed comments and observations regarding highlights of the visit
- Max suggested we offer a brief presentation on the trip to City Council at its work session in July prior to its regular Council meeting; Elizabeth will follow up.

b) Huehuetenango (Edward Herring)

- Edward distributed handouts (*attached*) to accompany his brief review/status update on our Friendship City process and to present two specific recommendations for next steps.

Proposal for Memorandum of Understanding

Following a consultation with Sister Cities International, Edward proposed that we establish a Memorandum of Understanding (MOU) between Charlottesville and Huehuetenango. This type of document would outline the nature of the relationship and the expectations of both cities and allow either city to dissolve the Friendship City status if, after further discovery and exchange, it is determined that the relationship is not beneficial to both cities.

Proposal for Potential Huehue Official Delegation Visit

A next step in the process of sister city development would be for the city of Charlottesville to invite and host an official delegation of visitors from Huehuetenango. Edward has proposed an October 2023 delegation visit, modeled on the 2018 visit by the Mayor and city officials from Besançon. He estimates that the Commission would need to budget \$6,000-10,000 to organize and host a weeklong Huehue delegation visit. **Action item:** Michael was asked to provide information on the costs associated with the 2018 Besançon delegation visit, as a benchmark for planning and preparing a budget for a Huehue visit. Pending Commission approval, Edward will move forward on the process for a delegation visit with City Council and other stakeholders.

Motion (Sylvia New Strawn) for the Commission to recommend that City Council issue an official invitation, from Mayor Snook to Mayor Cano (Huehuetenango), to form a delegation for the purpose of visiting Charlottesville in October 2023.

Motion seconded (Stella Mattioli)

Motion passed unanimously

- Edward hopes to schedule time during City Council's work session on July 17 to give a brief Friendship City status update, to include the proposed October delegation visit and any related planning in the works. **Action item:** Commissioners were asked to review both handouts and provide Edward with any feedback prior to his anticipated Friendship City report to City Council on July 17.
- Adrienne expressed her appreciation to Edward for taking the lead on further developing our relationship with Huehuetenango and serving as a de facto Huehue/Friendship City representative.

c) Poggio a Caiano (Stella Mattioli)

Elections will be taking place in May, she will report on whether a new mayor is installed

d) Winneba - no report

VI. Committee Updates

a) Grants (Kimberly Hayes)

Update on Travel Scholarship Program

Three travel scholarship winners were notified on April 21 that they were awarded scholarships. All 3 awardees have submitted their paperwork in order to receive funding for their planned travel.

b) Education (Alicen Brown)

YAAS 2023 update

The competition was well publicized inside CHS. Vivien and Alicen reached out directly to teachers, both in fine arts and in the English departments. However, this year there are no students submitting applications this cycle.

Vivien: this competes with many other activities and events occurring in the Spring. Next year, they might anticipate the competition earlier; for example, meeting with teachers in the fall to start planning with them to embed the competition into their curriculum.

Student Rep position

Daman also asked Alicen and Vivien to work together on identifying possible CHS student candidates for Vivien's unexpired term.

c) Communications (Claire Denton-Spalding)

- Claire has implemented a tracker function in the CSCC website so that we can determine how frequently it's being visited
- She has met with a graphic designer about a new CSCC flyer; she will send a design for our review later in the month
- Following up re: WIX– Claire suggested we move over to a website platform that is more user-friendly and that, given the price increase, this would be a good time to consider making that switch. Vivien reiterated that WIX is not a long term option; she recommends we continue to use it month-to-month for now so that the website stays live, until a new website platform is chosen. There was discussion of the pricing options (month-to-month vs. paying for another year at a reduced rate).

Motion (Claire Denton-Spalding) to approve paying for WIX month-to-month until a new website platform is chosen and our website is built on that platform

Motion seconded (Vivien Wong)

Motion passed unanimously

Action item: Claire will research quotes from possible new vendors to present at next month's meeting

On a related note, Max reported that she had forwarded the notification of the WIX price increase to Kyna, who suggested that Claire meet with a member of the City's IT department to see what they suggest about developing the type of website our Commission needs while keeping it connected to the city's website.

d) Outreach (Claire Denton-Spalding)

No new business

e) Budget & Finance (Michael Grinnell)

- The current balance is \$35,991.
- Outstanding unpaid commitments are as follows:
 - \$6000 in grant awards not yet disbursed;
 - \$4000 for the travel scholarships just awarded;
 - \$4000 for the CHS sponsorship approved at our Feb meeting;
 - Besançon Rep travel expenses not yet reimbursed (up to \$4000);
 - Expenses not yet reimbursed for dinner in Besançon hosted by the Commissioners (up to \$850)
- We are under budget for this fiscal year as a result of awarding fewer Grants than anticipated in the most recent cycle

VII. Other Business:

- Sylvia is hosting a dinner for all commissioners at her house this Friday, May 5 at 6 pm. All commissioners and their spouses/partners/ significant others are invited to attend. This is a strictly social event and no CSCC business can be discussed or conducted. Edward shared Sylvia's address and phone number for reference.
- Daman thanked Adrienne for her leadership as Grants committee chair; Kimberly has agreed to serve as our new Grants chair. As this will be Daman's last meeting (he will be absent for the June meeting), he said his goodbyes and thanked others for their service. Commissioners also thanked Daman for his service and wished him well.

Meeting adjourned at 6:25 pm

Respectfully submitted,

Elizabeth Smiley

Secretary and Besançon Representative

Attachments (Edward Herring's two handouts to be attached pending upload to the Commissions shared google drive)

March 7. 2023

To: Charlottesville Sister Cities Commission

Subject: Report of Visit to Huehuetenango

At the invitation of the Sister Cities Commission in Huehuetenango and the Mayor of the city, I Traveled to Guatemala.

Beginning with a meeting with the Ixtatan Executive Director, Ronaldo Andres Gomez in Guatemala City on Saturday and continuing on to Huehue via a small air service between the cities. There are two flights a day to and from Huehue to Guatemala City.

I was met at the Airport by several members of the Commission and was introduced to my driver. We met for dinner this evening and began the process of introductions and discussions of the week's activities.

There was a full week of activities beginning at 8:00 am lasting until 6:00, usually with dinner at 8:00. Monday was their first day of in-person learning after the shut-down due to COVID 19.

We began this week with an official reception by the mayor and presented the city with a gift (a Jefferson Cup). There were TV, Radio and News cameras following most of my events this week.

On Thursday morning, I assisted at the re-opening of a Library/reading room that had been closed due to the pandemic. I presented the mayor and library with a book about Thomas Jefferson and the University of Virginia.

I was warmly greeted by everyone and was able to see much of the city and surrounding countryside.

I visited several elementary and secondary schools and they overwhelmingly ask about help with materials, technology and teaching. Guatemala (the country) had just been criticized severely because of their lack of funding for the schools or lack of improvements.

Outside the capital city, there are few high schools and most children do not go past the 6th grade. There are many private schools, but also with the same problem.

Where do we go from here?

The Charlottesville Sister Cities commission needs to identify the path forward. That is the path toward a full sister city relationship with major steps clearly stated and a timeline identified.

The commission from Huehuetenango is eager to come to Charlottesville as well and would welcome an invitation to the City and would welcome an invitation in October.

Edward Herring

Visita del representante de la Comisión de Charlottesville a Huehuetenango Guatemala
Edwar Herring

Itinerario de las Actividades

21 de febrero 2023		
Hora	Actividades	Responsables
8:00 a 10:00 am.	Recepción del delegado de la comisión de Charlottesville, Edwar Herring. (Teatro Municipal)	Concejo Municipal
11:00 am a 12:00 pm	Visita a la Dirección Departamental de Educación de Huehuetenango	Comisión de Huehuetenango
De 12:30 pm a 14:00 pm	Almuerzo	Rest. La Escondida
De 14:30 a 17:30 pm	Visita en el Centro Arqueológico Zaculew	Guía Turística
18:00 Horas	Retorno al Hotel	Comisión.
22 de febrero de 2023		
8:00 a 9:00 am	Visita al Instituto Nacional de Educación Básica, INEB	Comisión de Huehuetenango
9:00 a 10:00 am	Visita a la Universidad Davinci	Universidad Davinci
10:00 a 11:00 am	Visita a Colegio De la Salle, Ciudad de Huehuetenango	Comisión de Huehuetenango
12:30 a 14:00 Horas	Almuerzo	Hotel Zaculeu
14:00 a 16:00 Horas	Visita a Centro Histórico (mercado central, Iglesia Católica, Plaza de Armas, Gobernación y Edificio Municipal)	Comisión y Guía Turística
16:00 a 17:30 Horas	Visita Al Instituto Normal Mixto Alejandro Córdova, INMAC.	Comisión de Huehuetenango
18:00 Horas	Retorno al Hotel	Comisión
23 de febrero de 2023		
8:00 a 10:00 am	Visita a las Oficinas de la Fundación Ixtatán	Fundación Ixtatán
10:00 a 12:30 Horas	Inauguración de Biblioteca en la ciudad de Huehuetenango	Comisión de Huehuetenango
12:30 a 14:00 Horas	Almuerzo	Café del Cielo
14:00 a 18:00 Horas	Visita a las montañas de los Cuchumatanes	Comisión de Huehuetenango
18:00 Horas	Retorno al Hotel	Comisión.
24 de febrero de 2023		
8:00 a 10:00 am	Visita a Escuelas de Primaria del Área Rural	Comisión de Huehuetenango
10:00 a 12:00 Horas	Visita a la Dirección Municipal de la Mujer	Comisión Huehuetenango
12:00 a 13:45 Horas	Almuerzo en la Dirección Municipal de la Mujer.	Comisión Huehuetenango y D.M.M
14:00 en adelante	Visita al Nacimiento Río San Juan	Comisión Huehuetenango
18:00 Horas	Retorno al Hotel	Comisión.

















