

Charlottesville Sister Cities Commission

MINUTES

June 6, 2023

CitySpace Large Conference Room

Present: Claire Denton-Spalding via zoom, Kimberly Hayes via zoom, Edward Herring, Stella Mattioli via zoom, Sylvia New Strawn, Elizabeth Smiley, Adrienne Ward, Vivien Wong

Absent: Alicen Brown, Nana Gharthey, Michael Grinnell, Daman Irby

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

The Commissioners participating remotely cited the following allowable reasons, per *FOIA Va. Code Sec. 2.2-3708 (Effective Sept 1, 2022)*:

- Claire Denton-Spalding *(B.4) unable to attend in person due to illness and participating remotely from her home*
- Kimberly Hayes *(B.4) unable to attend in person due to work obligation out of town and participating remotely from New York*
- Stella Mattioli *(B.4) unable to attend in person due to City Rep business and participating remotely from Poggio a Caiano, Italy*

Meeting opened at 4:40pm

Edward Herring presided for Daman Irby A quorum was present

I. Approval of Minutes

- a. February 7 Outreach Committee Meeting Minutes - a vote to approve these minutes was deferred; Elizabeth asked Claire to make a revision, specifying that these are Communications Committee meeting minutes
- b. April 4 Grants Committee (Travel Scholarship) Meeting Minutes - Adrienne reported that these minutes have been reviewed by all members of the committee except for Alicen Brown. A vote to approve the minutes was deferred.
- c. May 2 CSCC Meeting Minutes
Motion (Sylvia New Strawn) to approve the minutes as written
Motion Seconded (Vivien Wong)
Motion passed unanimously

II. Secretary's Report (Elizabeth Smiley)

- a. Decision on July meeting date
Of the two alternative dates proposed (Monday July 10 & Wednesday July 12), it was determined that Wednesday July 12 is convenient for the greatest number of participants. **Action item:** Max will arrange for the CitySpace conference room to be reserved.
- b. Update on open Commission positions
Two commissions expire on June 30, leaving open positions: **At-Large** (currently filled by Adrienne Ward) and **Higher Education Representative**

(currently filled by Daman Irby). Our liaison at UVA, Stephen Mull (Vice Provost for Global Affairs) has not yet made a recommendation to fill the Higher Ed Rep position.

Student Representative Vivien Wong will resign her unexpired term later in the summer, as she is leaving for college in August.

Michael Grinnell is resigning from his unexpired term as **At-Large** member and Treasurer on August 31. We will need to vote someone to fill the office of Treasurer at our annual September Retreat.

III. Email Communications Report (Adrienne Ward)

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

As departing Email Coordinator, Adrienne offered a review of our email account:

- The account is used primarily to receive general inquiries about the Commission
- This account is also used to send and receive information about our Grants and Travel Scholarship programs; all grant/scholarship applications are mailed to this account
- The Email Coordinator must remember to forward all submitted grant and scholarship applications to the Grants Committee Chair
- Whoever is in this role will need to respond to FOIA requests in a timely manner (a reminder from Max)

During our September Retreat we will need to vote on a new permanent Email Coordinator. Kimberly offered to be the Interim Email Coordinator from July 1-September 30. Vivien made a recommendation that the Commission consider appointing two (2) members to be Email Coordinators. Max suggested that if there are two coordinators, there be a clear division of responsibility with regard to who answers which types of email.

Motion (Edward Herring) to appoint Kimberly and Sylvia as interim email co-coordinators effective July 1 until our Retreat in September, when a slate of officers will be voted upon. These two will determine between themselves how to split the role and the responsibility.

Motion Seconded (Adrienne Ward)

Discussion: Adrienne suggested that Sylvia be the primary coordinator with Kimberly as a second-in-command.

Motion passed unanimously

IV. Chair's Report

a. Vote to appoint an Interim Chair

(This discussion and vote were led by Maxicelia Robinson)

Edward has nominated himself for the position of Interim Chair. Edward offered the following to support his candidacy: his interest in serving in this position; his current term does not expire until 2025; his level of familiarity with both Besançon and

Huehuetenango; his prior experience on the Commission; his connection and familiarity with Charlottesville High School; his calm demeanor; and a schedule that will allow him to devote the time to the position. Upon request, Elizabeth reviewed the Committee responsibilities of the Chair according to the Commission's By-Laws. Max called for additional nominations (there were none)

Motion (Claire Denton-Spalding) to appoint Edward Herring as Interim Chair, effective immediately (June 6, 2023) until September 30, 2023.

Motion Seconded (Sylvia New Strawn)

Motion passed unanimously

b. Vote to appoint an Interim Email Account Coordinator, effective July 1, 2023

(This was already voted on earlier in meeting)

c. Discussion of CSCC Annual Report

- Edward passed out a draft report for review. *(attached)*
- While the Annual Report is due by the end of our fiscal year (June 30), the report should be presented to City Council at the second council meeting in June every year. We have been granted an extension until July 5; the written report will be included in the agenda packet distributed to Council on July 12.
- Edward will present our Annual Report to City Council at their regular meeting on July 17. He will develop a powerpoint presentation by June 15 and circulate it to the Commission for review and comments. He requested comments by June 25.
- The Commission will need to approve the final draft of the Annual Report at our meeting on July 12.

V. City Rep Updates:

a. Besançon (Elizabeth Smiley)

- Elizabeth reported a successful conclusion to the musician exchange with Damian Groleau's visit in early May; she will ask John D'earth to prepare a summary report on the exchange to present at an upcoming meeting
- The "Sister Revolutions" grant project podcast interviews are taking place this week in Besançon and our partners there have already met with the grant co-producers, Ben Bernard and Sage Tanguay.
- Elizabeth plans to join Edward at the July 17 City Council meeting to make a brief presentation (with slides/photos) on her City Rep trip to Besançon this past April.

b. Huehuetenango (Edward Herring)

i. Discussion and Vote to retroactively approve Huehuetenango as a Friendship City

- Max, Daman and Edward met following our May meeting to work on this.
- Edward confirmed that Sister Cities International does have our Friendship City relationship with Huehue registered.
- It was clarified that at the point at which we received a letter from Mayor Cano in Huehue accepting our invitation to affiliate, the Commission should have taken

another vote to officially establish the affiliation and appoint a new City Committee to oversee the activities of the Friendship City process.

- Max has recommended that the Commission retroactively vote to record the establishment of our Friendship City relationship on July 1, 2021 (the date on which Mayor Cano's letter was received).
- The City's legal counsel must approve a retroactive vote before we take that action.
- The previously proposed October 2023 visit has been placed on hold.
- Going forward, we must be careful to refer to any upcoming visit as an Exploratory Visit (per SCI Guidelines) and not as an official delegation visit.
(Secretary's Note: Both the Commission's adopted Guidelines for Affiliating with a New Sister City and the SCI Guidelines can be found on the Commission's shared google drive, in the "Organizational Docs" folder)
- Max also advised the commission that a Sister City MOU with Huehue may not be signed until City Council approves the CSCC recommendation to sister and adopts a Resolution declaring their intent to sister with Huehue, and the Huehue governing body adopts a similar resolution of intent. The New City Committee may seek the commission's approval to sister no less than three years from the date the commission approved a friendship relationship.

c. Poggio (Stella Mattioli)

The CHS Choir is traveling to Poggio and will perform a concert on June 15 as part of their visit. Stella will provide a more detailed report on this visit at our July meeting.

d. Winneba - no report

VI. Committee Updates:

a. Grants (Kimberly Hayes)

- Due to his schoolwork and exams, 2022 grantee Henry Pollard ("Teenage Life During Covid" Digital Photography project) was unable to meet the June 9 deadline previously set for submission of all outstanding reimbursement receipts. He contacted the committee and was granted an extension until June 20.
- Adrienne reminded us that all the information we have about our grants program is well documented on our shared google drive.

b. Education - no report

c. Communications (Claire Denton-Spalding)

Claire distributed information on the graphic designer hired and draft text of the proposed "Rack Card" for review *(documents attached)*.

d. Outreach (Claire Denton-Spalding)

Claire reminded Commissioners to send her information and publicity on any and all Sister City/Grants/other projects and events, so that she can arrange for media coverage to keep the community informed about the work of the Commission.

(Secretary's note: Communications and Outreach are not separate committees. There is now one committee called "Social Media and Outreach." For future meeting agendas, this will need to be the designated committee reporting. Following the July Commission meeting, the Secretary will change the name of the related folder on the Commission's shared google drive from "Communications Materials" to "Social Media & Outreach")

e. Budget & Finance (Edward Herring, for Michael Grinnell)

- Edward reviewed the budget as of 5/23/23.
- Max noted that we have previously expressed an interest in the possibility of creating line items in the budget for individual City Rep allowances. We may want to review and explore this as a specific item going forward.

VII. Other Business

- Adrienne thanked the commission for its support over the past three years of her term. Others thanked Adrienne for her service.
- Max clarified that the length of our monthly meeting was set by the Commission some years ago and is not determined by Council. If we wish to lengthen or extend our monthly meeting time, we are free to request this.
- Edward call for a motion to adjourn the meeting
 - Motion** to adjourn meeting (Elizabeth Smiley)
 - Motion Seconded** (Adrienne Ward)
 - Meeting adjourned at 6:36 pm**

Respectfully submitted,

Elizabeth Smiley
Secretary and Besançon Rep

*Next Meeting: **Wednesday July 12, 4:30-6:00 pm, CitySpace Large Conference Room***

Attachments: Proposal for Rack Card submitted by graphic designer
Draft text for Rack Card

(Attachment: Proposal submitted by graphic designer)

anne chesnut GRAPHIC DESIGN

1120 Pheasant Crossing. Charlottesville VA 22901
anne.chesnut@gmail.com E | 434.973.4166 L | 434.242.5225 C

Attention

Claire Denton-Spalding
cdenton.spalding@gmail.com E

Charlottesville Sister Cities Graphic Work

Project scope

Part A

Design and layout for creation of Sister Cities brand including:

- creation of logo designed to work as both b/w and color and provided in multiple formats for different uses: jpg, eps, png, tif
- brand standard to accompany the logo including application guidelines, related typefaces, and color palette

Part B

Optional application of logo and brand to published materials: example 1, poster or flyer, and example 2, pop-up banner

Design and layout

A | Logo/brand

Designer

Concept & prototype development, version #1

- Creation of several different logo designs shown in black and white and with optional color scheme

- Organization of options and related typefaces and color palettes for review
in PDF format for review 8.00 – 12.00

Committee

Prototype review

- *The city committee makes a selection from the choices in the review PDF. —*

Designer

Finalization, version #2*

- Logo selection will be finalized; 1.00 – 1.50
mark will be provided in b/w and color as a jpgs, pngs, and eps files

- Brand guidelines or cheat sheet will be provided as a PDF
summarizing graphic standards such as logo use, color palette,
and related typefaces 1.00 – 2.50

9.50 – 16.00 hrs

Design range low range 10 hours x \$80/hr = \$ 800.00 mid range 14 hours x \$80/hr =
\$1,129.00 high range 16 hours x \$80/hr = \$1,280.00**

Reimbursable, only if applicable, such as stock photography.

***Additional client edits, If applicable**

Client AAs beyond first 2 rounds (versions 1 & 2) will be billed by
quarter hours at the rate of \$80/hour.

****Design estimate based on multiple non-profit branding campaigns**

anne chesnut GRAPHIC DESIGN

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B | Optional, poster or flyer design

Design and layout

Version #1

- design of an 8.5x11" flyer or a 11x17" poster
- utilizing brand; logotype, typography, palette and other graphic
or photographic elements
- using copy content provided by the committee; possibly modified to
not overcrowd space

- designs provided for review as a PDF 1.50 – 3.00

Version #2*

- design finalized from committee's selection with any edits
- final file provided as a print production ready PDF and a cropped PDF
for electronic use 0.50 – 1.50 2.00 – 4.50 hrs

C | Optional, pop-up banner

Design and layout

Version #1

- design to measurement specifications provided by the committent
- utilizing brand; logotype, typography, and palette
 - designs provided for review as a PDF 2.00 – 3.00

Version #2*

- design finalized from committee's selection with any edits
- final file provided file for production as an EPS or PDFx depending on vendor

1.00 – 2.00 3.00 – 5.00 hrs

Reimbursable, *only if applicable, such as stock photography.*

***Additional client edits, If applicable**

Client AAs beyond first 2 rounds (versions 1 & 2) will be billed by quarter hours at the rate of \$80/hour.

****Design estimate based on multiple non-profit branding posters, flyers, and pop-up banners**

(Attachment: Draft text for Rack Card)

Front

The Charlottesville Sister Cities Commission exists to promote understanding of and foster relationships among individuals, communities, and cities of the world through cultural, economic, educational, and humanitarian activities.

Through our programs, events, and project grants, residents of Charlottesville connect with residents of our Sister Cities to collaborate, coordinate, and build lifelong friendships.

Sister City: Besançon, France - Poggio a Caiano, Italy - Winneba, Ghana

Friendship City: Huehuetenango, Guatemala

The City of Charlottesville shares a variety of things in common with its Sister Cities: University communities. An emphasis on the arts. Memorable landscapes. A connected history. And an ever-widening cross-cultural network of friends and colleagues committed to peace through people.

Get Involved

- The **Travel Scholarship Program** provides grants to enable a broader cross-section of community residents to participate in traveling delegations or student exchange programs with one of Charlottesville's Sister Cities

- **Sister Cities Grants** are awarded on an annual basis to individuals, nonprofits, arts organizations, schools, and businesses who propose projects involving Charlottesville Sister Cities. Projects include podcasts, music exchanges, and art exhibits.
- We host **events** throughout the year with Charlottesville residents and Sister City visitors, so make sure to check out our website, Facebook, and Instagram for more information.

Back

Besançon, France

Sister City Since 2006

Besançon is a city of art and history, known for its love of culture and music. Schools in Besançon and Charlottesville have created particularly strong relationships and regularly host student exchanges. Our Sister City relationship grew out of friendships established nearly two decades earlier, thanks to the efforts of Charlottesville residents who lived and worked in Besançon, and who recognized the many remarkable parallels between our cities.

Winneba, Ghana

Sister City Since 2010

Winneba is a coastal town bordered to the east by the Ayensu River and the west by the Mankro mountain range. The main industries of Winneba include fishing and pottery. Charlottesville and Winneba's relationship is built on the sharing of traditions, history, arts, and culture through exchange programs.

Poggio a Caiano, Italy

Sister City Since 1976

Already inhabited in the Roman era, Poggio a Caiano was an important medieval crossroads located in Tuscany. Charlottesville's sisterhood with Poggio is rooted in Thomas Jefferson's friendship with statesman Filippo Mazzei.

Huehuetenango, Guatemala

Friendship City Since 2021

Huehuetenango is a city and municipality in the highlands of western Guatemala, with coffee as its primary export. As Friendship Cities, Charlottesville and Huehuetenango are learning more about each other's culture and discovering areas for collaboration.

Connect with Us

Website: <https://www.cvillesistercities.org/>

Facebook: <https://www.facebook.com/CharlottesvilleSisterCities/>

Instagram: <https://www.instagram.com/sistercitiescville/>