

# **Youth Advisory Board**

## **Agenda**

**February 2, 2023**  
**Library Meeting Room**  
**951 Spruce Street**  
**6:00-8:00 PM**

*Members of the public are welcome to attend and give comments remotely; however, the in-person meeting may continue even if technology issues prevent remote participation.*

- You can call in to 888 788 0099 US  
Webinar ID # <https://us02web.zoom.us/j/84894035329>  
Passcode: 591156
- You can log in via your computer. Please visit the City's website here to link to the meeting: [www.louisvilleco.gov/yab](http://www.louisvilleco.gov/yab).

*The Board will accommodate public comments during the meeting. Anyone may also email comments to the Board prior to the meeting at [Jschwartz@LouisvilleCO.gov](mailto:Jschwartz@LouisvilleCO.gov).*

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
- V. Public Comments on Items Not on the Agenda
- VI. Volunteering – Sweetheart Dance 2/11, 2:30-5:30pm
- VII. Annual Project – Pet Mayor Election
  - Presentation to Council – Tuesday, 2/21 at 6:00pm
    - i. Officers will be presenting, all members welcome to attend.
  - Promote Youth Voter Registration - Visit from Nicholas Abruscato, Boulder County Vote Center and Outreach Supervisor to help us discuss our strategy

Persons planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or special transportation, should contact the City Clerk's Office at 303 335-4536 or [MeredythM@LouisvilleCO.gov](mailto:MeredythM@LouisvilleCO.gov). A forty-eight-hour notice is requested.

Si requiere una copia en español de esta publicación o necesita un intérprete durante la reunión, por favor llame a la Ciudad al 303.335.4536 o 303.335.4574.

- Software we can use to manage contestants and voting – Ginger Cross, Marketing Specialist for the Recreation and Senior Center, will assist.
- Research – What did you find? What have other cities done?
- Logistics Discussion and Decisions – Can we make any logistical decisions today? (Timeline, software, etc.) Do we need to vote?

VIII. Discussion Items for Next Meeting

IX. Comments From Liaisons

X. Adjourn

## ***Youth Advisory Board***

### ***Meeting Minutes***

**January 5th, 2023  
Library Meeting Room  
951 Spruce Street  
6:30 PM**

- I. **Call to Order** – Chairperson Sam Becker called the meeting to order at 6:32
- II. **Roll Call** – All members present, all staff members present.
- III. **Approval of Agenda** – The agenda was approved by all members
- IV. **Approval of Minutes** - The minutes from the December 1st, 2022 meeting were approved as written
- V. **Public Comments on Items Not on the Agenda** – Guest Speaker
- VI. **2023 Open Government Pamphlet** – All were fine with the Open Government Pamphlet, no questions at the time.
- VII. **Approve posting locations for agendas** – Posting locations were approved for the agendas by all YAB members.
  - City Hall, Library, PD/Court, Rec Center, City website ([www.louisvilleco.gov](http://www.louisvilleco.gov)) all approved.
- VIII. **Volunteering – Sweetheart Dance 2/11, 2:30-5:30pm** – Volunteers would need to show up wearing something Red or something sweet-hearty, embracing the color themes of valentines. Look for a Sign-up genius soon.
- IX. **Annual Project – Pet Mayor Election** – General idea: Pet mayor to increase general voting participation for older kids and to promote animal charities such as the Humane Society (specifically advocating for donations and spreading the name, also must have a heartbeat!)
  1. Ginger Cross, Marketing Specialist for the Recreation and Senior Center is here to help us plan our marketing strategy.
  2. Each member will share their 3+ ideas of what we can do to make our project successful.

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- a. Ideas to make the project work right:
  - i. Brought up advertising online through forums such as facebook and instagram, also advertising through dog parks, animal shelters, and more.
  - ii. Make incentives for people to participate in the Pet Mayor through gift cards, etc, alongside incentives for voting.
  - iii. Doing something in specifically dog shelters to communicate dog boarding services such as Dog Tag behind Target through flyers, advertisements, etc.
  - iv. For voter registration, allow littler kids to learn from student volunteers about voting systems and why it's important.
  - v. In order to join the Pet Mayor race, the pet might need either a social media presence or a proper election video.
  - vi. Word as an incentive so the Pet Mayor position seems wanted.
  - vii. Pets must be comfortable with being in public, and as such, maybe make exclusions to allow other pets into the race.
  - viii. Pet Mayor must be clearly specified and incentives should be further defined. e.j. at Touch a Truck, leading the Pet Parade, etc.
  - ix. Advertising should be paired with charity and donation options.
  - x. Have the Pet Mayor choose which charity they would want to donate to.
  - xi. Focus on teen involvement through social media and other facets to avoid an overly-young audience and allow the pet mayor idea to be more inclusive in general.
  - xii. Ballots and such could be handled virtually.
  - xiii. If there's a tie or a top ballot, then have them display posters and possibly do a separate vote.
  - xiv. Consider the fact that the motivation should be centered around uplifting spirits.
  - xv. Establish a specific area for the voting ballots to take place.
  - xvi. Promote other animal-related programs within the city.
3. Consider logistics like who can enter, who can vote, how we will collect and vet nominees, how we will collect and tabulate votes, our timeline, best ways to promote, etc.
  - a. Who can enter?
    - i. Must be not super aggressive, good with other pets, must be alive, no aquatic animals, must be able to attend specific dates, no age limit, can't say who cannot enter but the owner should be aware of the limits of their pets.
  - b. Who can vote/Timeline?
    - i. Every Louisville Citizen before and after the Marshal Fire, 1st graders and up. Deadline is the middle of may, maybe need more meetings, pets must be in by March. End of April would be a voting bracket system to vet nominees.
  - c. How will we collect and vet nominees?

- i. Twelve different pets towards the end to vote, the main vote has all the submissions. The rec center must have papers and such. Special abilities may be.
- d. How will we collect and tabulate votes?
  - i. Online form (QR codes on flyers) and will create a paper ballot that can automatically be counted after a single scan, scan will register name and candidate voted for.
- e. Best ways to promote?
  - i. Social media, facebook pages, schools, posters, if sending things to schools people living in places such as Broomfield yet attending Louisville Schools should be able to participate. Possibly promote Pet Mayor during February
- 4. We will also think about ways we can use the election to encourage teens to register to vote, and to promote local animal shelters/charities.
  - a. Mandy and Jessica have reached out to the folks who do marketing and outreach related to voter registration for Boulder County for their help.
- 5. Do we need to form subcommittees? Schedule an additional meeting?

**X. Discussion Items for Next Meeting**

- 1. Continue discussing Pet Mayor.
- 2. Discuss Research In Between Meetings

**XI. Comments From Liaisons**

- 1. None

**XII. Adjourned at 7:35 PM by Chairperson Sam**