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# **CITY OF FLORISSANT**

Citizens Participation Committee

November 9, 2022 @ 6:30 PM

For more information contact Trisha Crow at 314-839-7680 or by email at tcrow@florissantmo.com

**MINUTES**

**Attending**

Deb Bryant, Chair

Katie Doherty

Chris Keil

Mary Pat Outlaw

Yolanda Holton

Trisha Crow, Staff

Ingrid Rivera, Staff

Meeting was called to order.

Roll Call: Deb Bryant, Katie Doherty, Chris Keil, Mary Pat Outlaw and Youlanda Holton (via phone).

Quorum was met, the public meeting proceeded with those in attendance.

Trisha Crow presented a call for any new business. No responses were given. Trisha Crow began the discussion of the Beautiful Home Awards process. She reminded the committee that nominations were now being accepted and will close on June 16th, 2023. Nominations can be made in person, via email or online at [www.florissantmo.com/beautifulhome](http://www.florissantmo.com/beautifulhome). If any ward does not have any nominations, the committee members will be notified two weeks prior to the deadline (June 2nd 2023). The office staff will reach out the media department to re-post an informational video recruiting nominations for this year’s beautiful home awards.

Those in attendance expressed support for this year’s beautiful home awards.

Trisha Crow presented the city’s Comprehensive plan action item for discussion. Item 28 on the comprehensive plan is to, “equitably increase city sponsored activities in all Florissant neighborhoods; utilize a multi-cultural team to oversee implementation and engagement.” The committee’s suggestions were as follows:

* Moving the “night under the stars” events to different city parks
* Having different bands/genres of music presented to attract different backgrounds and interests
* Hosting events and different locations other than the civic center
* Use flyer advertising or more promotion to increase engagement
* Work with local churches to promote city events
* Work with local school districts and board meetings to increase engagement
* Work with local fraternities and sororities who’s missions are scholarship and community service
* Use different mediums/language in the messages presented. There is no “one size fits all” approach. Perhaps the messages are being tailored to one group vs the others and that is why there isn’t much engagement.
* Having all the commissions meet together once or twice a year to establish unity and common goals within all the committee’s in Florissant
* Talk to the youth in the area and see what their needs are
* Address the perception that there are two different version of Florissant: Old generational vs. the newer residents
* Address the issues of North St. Louis City residents moving into Florissant and how that has affected the community and how to target that
* Address the issue of citizens feeling segregated ie. Some children do not feel welcome or accepted in the city’s parks and recreation centers
* Statistics show that perception is a big issue as well as the language we use. How can we improve that?
* Education on these matters needs to happen
* Some people might not want to be involved because, “someone else will handle it.”
* It is the same people doing the same things in the city sponsored events
* Some have been faced with pushback when trying to implement change with phrases such as, “we’ve always done it this way.”
* Parades can be stretched to other areas/streets in the city
* Inform residents of the “mom & pop” shops in the area
* Involve non-profits in these efforts
* Involve local business and chamber of commerce with these events
* Explore the reasons why people would want to move into Florissant since it is not centrally located
* Attract the younger residents with convivence and nightlife
* Add in more bells & whistles to the area such as a movie theater or updated bowling alley
* Explore why businesses are not wanting to move to Florissant
* Utilize the theater more and advertise for more talent and shows in the area.

The committee was thanked for being so open and honest about these issues. The staff informed the members that all suggestions would be given to the Mayor and council members.

Meeting adjourned at 7:31 pm.

The above notice was posted on the bulletin board in the Lobby at City Hall and in the Government Building on May 9th, 2023