

AGENDA
PERFORMANCE AND ENGAGEMENT COMMITTEE
WEDNESDAY, January 6, 2021
→ 4:00 p.m. ←**
VIDEO/WEB CONFERENCE
Denver, CO

1. Call to Order

CONSENT AGENDA

2. Move to Adopt the Consent Agenda
 - October 7, 2020 meeting summary
(Attachment A)

INFORMATIONAL BRIEFING

3. Annual awards celebration update
(Attachment B) Steve Erickson, Director, Communications and Marketing

ADMINISTRATIVE ITEMS

4. Report of the Chair
5. Report of the Executive Director
6. Other Matters by Members
7. **Next Meeting – February 3, 2021**
8. Adjourn

Persons in need of auxiliary aids or services, such as interpretation services or assisted listening devices, are asked to contact DRCOG at least 48 hours in advance of the meeting by calling (303) 480-6701.



ATTACH A

SUMMARY
PERFORMANCE AND ENGAGEMENT COMMITTEE
Wednesday, October 7, 2020

Members Present:

Kevin Flynn, Chair	Denver
Aaron Brockett	Boulder
William Lindstedt	Broomfield
Deborah Mulvey	Castle Pines
Randy Weil	Cherry Hills Village
Steve Conklin	Edgewater
George Lantz	Greenwood Village
Jacob LaBure	Lakewood
John Diak	Parker
Herb Atchison	Westminster
Bud Starker	Wheat Ridge

Others present: Doug Rex, Executive Director; and DRCOG staff.

Chair Flynn called the meeting to order at 4:00 p.m. with a quorum present. He introduced a new member of the committee: Deborah Mulvey, City of Castle Pines.

Move to adopt the consent agenda

Herb Atchison **moved** to adopt the consent agenda. The motion was **seconded** and **passed** unanimously.

Items on the consent agenda included:

- Summary of the September 2, 2020 Performance and Engagement Committee meeting.

Select representative to the Nominating Committee

Executive Director Rex presented this item to the committee. The Nominating Committee consists of member representatives from the Performance & Engagement Committee, the Finance & Budget Committee, the Board, a member selected by the Board Chair, the Immediate Past Chair of the Board, and a Board member representing the City and County of Denver. At the January meeting each year, the Nominating Committee shall present to the Board nominations for Executive Committee members to be elected at the February meeting.

Bud Starker **moved** to select Aaron Brockett of the Performance and Engagement Committee to the Nominating Committee. The motion was **seconded** and **passed** unanimously.

EXECUTIVE SESSION Pursuant to C.R.S. 24-6-402(4)(f) – Executive Director Performance

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Herb Atchison **moved** to go into Executive Session: For discussion of a personnel matter concerning the performance evaluation of the Executive Director, as authorized under C.R.S. Section 24-6-402 (4)(f) and not involving: any specific employees who have requested discussion of the matter in open session; any member of this body or any elected official; the appointment of any person to fill an office of this body or of an elected official; or personnel policies that do not require the discussion of matters personal to particular employees, and that the participants in the executive session include the Committee members, Jerry Stigall, and Randy Arnold. The motion was **seconded** by George Lantz and **passed** unanimously.

Members went into Executive Session at 4:14 p.m. Members returned to open session at 4:47 p.m. Chair Flynn reported that there is no action needed as there will be no amendment to the Executive Directors contract.

Report of the Chair

Chair Flynn reported that Jerry Stigall will be retiring from DRCOG at the end of October and personally wanted to thank Mr. Stigall for all of his tremendous work and congratulate him on his retirement.

Report of the Executive Director

Executive Director Rex wanted to thank the committee for participating in the Executive Session to review his performance. He also wanted to personally thank Jerry Stigall for his years of work for DRCOG

Other Matters by Members

Committee members took the opportunity to individually thank Jerry Stigall for his work and congratulate him on his retirement.

Next Meeting – November 4, 2020

The meeting adjourned at 5:02 p.m.

ATTACH B

To: Chair and Members of the Performance and Engagement Committee

From: Doug Rex, Executive Director
303-480-6701 or drex@drcog.org

Meeting Date	Agenda Category	Agenda Item #
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SUBJECT

Annual awards celebration update including the potential of a virtual event

PROPOSED ACTION/RECOMMENDATIONS

N/A

ACTION BY OTHERS

N/A

SUMMARY

The Communications and Marketing division continues planning for an annual awards celebration for April 28, 2021. The event, intended to honor award recipients selected in late 2019, was postponed from April 2020 until April 2021. As COVID-19 cases in the region continue to rise and with many of the region's counties currently prohibiting large indoor events, it is uncertain whether DRCOG will be able to — or should — host an in-person gathering in spring 2021.

To ensure the winners (all of whom, except the John V. Christensen Memorial Award winner, were notified of their awards in late 2019) are recognized in a timely manner, Communications and Marketing staff have been exploring virtual event technologies and formats, attending similar events by peer organizations and participating in virtual professional events and conferences that would have previously been conducted in-person.

PREVIOUS DISCUSSIONS/ACTIONS

At the July 1 Performance and Engagement committee meeting staff presented postponement options for the event. The committee recommended we postpone the originally planned event until spring 2021, with largely the same in-person format, program and venue (Empower Field at Mile High). At the Sept. 2 Performance and Engagement committee meeting, staff presented a revised event theme — “Reunion” — to represent coming together after emerging from the pandemic.

PROPOSED MOTION

N/A

ATTACHMENT

Staff Presentation

ADDITIONAL INFORMATION

Should you have any questions regarding this item, please contact Doug Rex, Executive Director, at 303-480-6701 or drex@drcog.org; Steve Erickson, Director Communications and Marketing at 303-480-6716 or serickson@drcog.org



AWARDS CELEBRATION

Further COVID-19 considerations

Amber Leberman, Communications Manager

AWARDS CELEBRATION: DETAILS TO DATE



- This year's annual awards celebration was originally scheduled for **April 22, 2020**, at **Empower Field at Mile High**.
- DRCOG initially postponed the venue until **Sept. 30, 2020**, then **rescheduled** for **April 28, 2021**.
- Indoor events **are currently prohibited** in Denver. If events are allowed in the spring, capacity will likely be limited to far fewer than the **400 to 500 guests** the event typically attracts.
- Our drop-deadline to **cancel the venue** or **submit a pandemic response plan** for an in-person event is **Feb. 27, 2021**.

PAST COMMITTEE GUIDANCE



Previous Performance and Engagement Committee guidance:

- Postpone in-person **Sept. 30, 2020**, event until **spring 2021**.
- Proceed with **catering** and **vendors** as originally planned.
- **Recognize winners** selected for April 2020 event in **spring 2021**.
- Move forward with revised event theme: **Reunion**.



REUNION

DRCOG AWARDS CELEBRATION

FINANCIAL CONSIDERATIONS



- We have about **two-thirds of the sponsor commitments** necessary to conduct an in-person event, with **a third of committed payments** in-hand.
- **Sponsor commitment** may — or may not — be suppressed.
- **At least \$500** nonrefundable deposit with Empower Field at Mile High, depending on terms of cancellation.

STAFF RECOMMENDATION



Conduct a **virtual event**.

- Recognize potential budget constraints by making **guest attendance free** or as reasonable as possible, but still **pursue paid sponsorships**.

Benefits:

- Recognize winners who were notified of their award in late 2019.
- Resume rhythm of awards nominations and recognitions.
- Provide an opportunity for attendees to socialize with each other.
- Provide a bright spot in what has been a challenging time.
- Maintain and strengthen partner relationships.

RECOMMENDATION A: FULL VIRTUAL EVENT



- **New investment** in virtual event technology
- Mix of **recorded** and **live components** produced to flow like a live event.
- Recognize **Metro Vision, Distinguished Service, John V. Christensen Memorial** and **Way to Go** award winners.
- **Celebratory program** might include:
 - entertainment
 - activities
 - mailed swag (snack from local businesses, program, winner biographies)

RECOMMENDATION B: LIGHT VIRTUAL EVENT



- Leverage **existing meeting software investments**:
 - Microsoft Teams, GoToMeeting, WebEx
- Produce **short videos** filmed from presenters' homes or offices.
- Recognize only **Metro Vision, Distinguished Service, John V. Christensen Memorial** awardees.
- **Targeted program**: no gifts, entertainment or interactive components



DISCUSSION

Amber Leberman

Communications Manager, Communications and Marketing

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