

Minutes

January 28th, 2021

Commissioners present: Timothy Bechtol, Michael Pepple and William Bateson.

Also Present: Tammy Erwin, Lucinda Land, Phil Johnson, Jim Maurer, Steve Wilson, Charity Rauschenberg, Adam Witteman and Mary Ann LaRoche.

Commissioner Bechtol opened the meeting at 9:30 a.m. in the Commissioner's 1st floor conference room. The Pledge of Allegiance was recited. Minutes from January 26th, 2021 meeting were read with William Bateson making a motion to approve, Michael Pepple seconded. Motion passed 3-0.

The Assistant Clerk presented the following resolutions for consideration:

Resolution #51-21 – Transfer of funds within the appropriation – ADAMHS. William Bateson made a motion to approve, Michael Pepple seconded. Motion passed 3-0.

Resolution #52-21 – Repayment of advance from the Special Improvement Ditch Fund to the General Fund. William Bateson made a motion to approve, Michael Pepple seconded. Motion passed 3-0.

Resolution #53-21 – Advance of funds from the General Fund to the Special Improvement Ditch Fund. William Bateson made a motion to approve, Michael Pepple seconded. Motion passed 3-0.

Resolution #54-21 – Transfer of funds within the appropriation – Probation Service-Probation Department. William Bateson made a motion to approve, Michael Pepple seconded. Motion passed 3-0.

William Bateson made a motion to approve the Warrant Journal, Michael Pepple seconded. Motion passed 3-0. The Commissioners approved payroll for their office and JFS.

Lucinda Land presented the following resolution for consideration:

Resolution#55-21 – Resolution to amend Resolution #35-21 for the purchase of a Kobota RTV Utility Vehicle for use at the Hancock County Landfill. Lucinda clarified the reason for the amendment was due to a misunderstanding from Streacker for the Kobota being a 2020 instead of a 2021. William Bateson made a motion to approve, Michael Pepple seconded. Motion passed 3-0.

Phil Johnson presented the following resolutions for consideration:

Resolution #56-21 – Authorization for approval of Change Order #1 to the contract with Mel Lanzer Co., Inc. for the alteration project at the Hancock Courthouse. Phil stated that this

increase is \$238.00 to the contract amount due to physical and structural changes. William Bateson made a motion to approve, Michael Pepple seconded. Motion passed 3-0.

Resolution #57-21 – Authorization for approval of Change Order #2 to the contract with Mel Lanzer Co., for the alteration project at the Hancock Courthouse. Phil explained the change order regarding some physical structure on electrical, heating and air conditioning. The sum added to the contract is \$12,442.74 for a total of both change orders and the original contract in the amount of \$240,670.74. Phil stated that he has discussed these changes with the architect and James. William Bateson made a motion to approve, Michael Pepple seconded. Motion passed 3-0.

Phil Johnson requested an executive session at 2:30 p.m. to discuss potential real estate acquisition.

Meetings/Reports

William Bateson stated that he drove by Township Road 76 after receiving pictures from Mary Ann LaRoche. He agrees that there were some tracking and rutting of the field.

Michael Pepple met with Tricia Valasek from Raise the Bar and discussed options to improve the job opportunities in Hancock County and the role of County Government in that. He also attended the Fire Chief meeting at the Liberty Township Fire House and this morning he attended a Chamber of Commerce Zoom meeting.

Timothy Bechtol stated that the EMA meeting was cancelled yesterday morning due to Lee Swisher's involvement in vaccine distribution. Lee will inform them of more information at the next quarterly meeting. He attended a HHWP/CAC Zoom meeting last night.

At 10:30 a.m., the Commissioners met with Sheriff Heldman in regards to the jail study. Others present included: Tammy Erwin, Charity Rauschenberg, Adam Witteman, Jim Maurer, Ryan Kidwell, Dave Bostwick, Gerry Guerrero and Tim Stuart. Dave introduced himself and Gerry. He came to the meeting at the request of Sheriff Heldman to discuss the jail study and the next steps. He went over some key findings which were: Jail is overcrowded, there is a capacity of only 100 beds, lacks space for adequate medical and mental health care including suicide observation, has lack of classroom space for inmate programming, inefficient Booking area and has an intermittent supervision design that is least effective for inmate behavior management. Dave found that Hancock County is a low utilizer of the prison system. Most of the inmates are charged with substance abuse crimes and property crimes. There are frequent users of the jail, with 3 or more admissions in a year which equals to 12% of all people arrested and used up 30% of the daily average. During the study, Dave did Justice System Assessment interviews with Criminal Justice stakeholders, Community organizations and Public Officials. While considering recommendations, they looked at two options. First, the county owned property located on County Road 140, and secondly at the existing location. Their recommendation was to build a

new jail on county-owned property. The final size is to be determined but recommended in the range of 230-250 beds. Re-use the existing jail for: expansion of Probation Services (integrate ADAMHS and Family Resource Center), Residential Treatment Center through a 3rd party vendor (leverage Medicaid and Affordable Care Act-ACA) and/or Work Release. Sheriff Heldman believes that Precia Stuby of ADAMHS should be a part of this process as they move forward. Dave stated that the Sheriff should not be a part of the project, due to personal interest in the jail. He recommends forming an advisory committee involving Criminal Justice stakeholders, community organizations, public officials and someone from Veterans Services. Furthermore, he recommends making a list of what the typical concerns may be, benefits of a new building and what the budget is going to be. Also, list your support infrastructure. Who has a stake in a successful outcome, who is likely to support, who is likely to oppose, who is influential in the community and who should hold key positions.

Sheriff Heldman discussed the CARES Act Fund. This involves a transport vehicle sitting out at Reineke Ford and a pickup truck waiting on the next step and they are scheduled for the lighting package and other equipment which should be done sometime in March. The original quote was \$34,900 for the van and \$10,400 for the pickup truck. They have paid out of existing funds in 2020 for parts and equipment they had in stock at the time, which brings the total down to \$29,020.92 which they will be asking the Commissioners Board to cover. Sheriff Heldman stated that the purchase orders were in for all the equipment. Charity stated that they liquidated \$8,000-\$9,000 for some of the purchase orders the Sheriff was talking about. They were able to use other CARES opportunities and lists of items to reimburse the General Fund. Charity will get with Becky at the Sheriff's office if any more information is needed, then the Prosecutor's office will need to do a resolution to disburse the money. Commissioners are in general agreement to take care of the balance owed by the Sheriff's office.

At 11:53 a.m., Timothy Bechtol made a motion to enter into executive session to discuss personnel in regards to hiring. Michael Pepple seconded. Roll call resulted as follows: Timothy Bechtol, yes; Michael Pepple, yes; William Bateson, yes. At 12:18 p.m., Timothy Bechtol made a motion to come out of executive session having discussed personnel in regards to hiring with no action taken. Michael Pepple seconded. Motion passed 3-0.

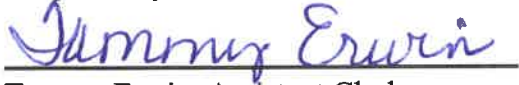
At 2:33 p.m., the Commissioners reconvened the meeting for an additional resolution. Phil Johnson presented the following resolution for consideration:

#58-21 – Authorizing the extension of the date for renewal of dog licenses coming due between March 9, 2020 and April 1, 2021 from January 31, 2021 to July 1, 2021. Michael Pepple made a motion to approve, William Bateson seconded. Motion passed 3-0.

At 2:35 p.m., Timothy Bechtol made a motion to enter into executive session to discuss potential real estate acquisition. Michael Pepple seconded. Roll call resulted as follows: Timothy Bechtol, yes; Michael Pepple, yes; William Bateson, yes. At 3:58 p.m., Timothy Bechtol made a

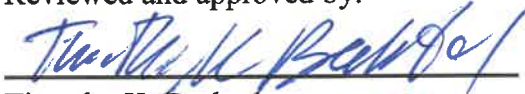
motion to come out of executive session having discussed potential real estate acquisition with no action taken. Michael Pepple seconded. Motion passed 3-0.

Respectfully submitted,

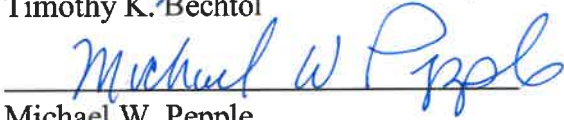


Tammy Erwin, Assistant Clerk

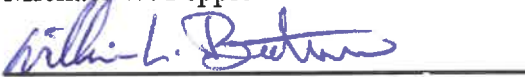
Reviewed and approved by:



Timothy K. Bechtol



Michael W. Pepple



William L. Bateson

Hancock County Jail and Justice System Master Plan Communications Outline

Summary

This Communications outline provides a list of services that can assist Hancock County with generating the community support necessary to choose the most effective solution for the County and move forward.

Strategic Communication Objectives

The objectives of these service options are to:

- Educate the public and stakeholders about The Plan development process and the public benefits of moving forward with recommended next steps.
- Position Hancock County as a regional leader in sustainable justice and establish The System as a model for creating healthier communities, helping people successfully reenter their community and reducing recidivism.
- Build awareness of the current system problems and the proposed solutions through a clearly established brand, website and informational materials distributed in a variety of media.
- Encourage elected officials, area businesses, and civic and community organizations to represent the interests of their constituents and to promote direct participation of their constituents throughout the process of determining the best solution for the community.
- Provide a variety of options for receiving input from the general public and other stakeholders.
- Establish clear and transparent communication channels that foster two-way communication, providing opportunities to follow-up on inquiries and requests.
- Document comments received and responses to inquiries and requests.

Each service can be executed independently or in any combination to best meet Hancock County's needs and budgets

Media Relations

Information provided to the media about the Hancock County Master Plan will correspond with public involvement opportunities. Hancock County will be the primary media contact for all correspondence. The Project Team will relay project-related information with the media using the following methods:

- **Press Releases** – Press releases will be developed at key points during the Project to ensure the media understand the Project and the process.
- **Media Advisories** – Media advisories will be distributed prior to project milestones to interview Project Team members.

- **Pitching Interviews** – Hancock County will follow up on news releases and seek opportunities for the Project Team to be interviewed. Designated staff should be prepared to meet with the media and explain what is being done and why.
- **Media Monitoring** – The Project Team will provide relevant project news clips. It is important that Hancock County understands what is being said in the media and what stakeholders understand about the Water resources Plan. These clips will be circulated by the Project Team for review to remain current and aware of news surrounding the Project and related issues.

Assumptions

- Hancock County will serve as the primary project spokesperson
- Hancock County will be responsible for distributing releases and advisories to their media contact list
- HDR will draft up to 12 press releases and 12 media advisories
- HDR will create graphic content to supplement releases and advisories such as maps and infographics
- Hancock County will provide photographs to supplement releases and advisories
- HDR will provide a monthly communications report on all media monitoring activity results

Deliverables

- Final draft of press releases as needed
- Final draft of media advisories as needed
- Monthly media monitoring report

Website

A project-specific website will allow Hancock County to house and disseminate project information and updates from a singular source without convoluting project messaging with the voice and message of the wider brand of the County or the Sherriff's Office. An easy to read, easy to navigate website that prominently features an informational project video will allow the public and press to quickly and easily find all project information they need from a consistent reliable source. This further aids in creating trust within the community and generating public buy-in.

Assumptions

- One (1) round of review on all content and materials
- Website to be housed on HDR servers or county server
- Website visual content to include HDR-produced video, photographs, animated gifs, illustrations and infographics. Additional video content may be created.

Deliverables

- Current website usage data analysis
- Workback schedule
- Website mock-up and content development

- Development and launch of a fully ADA compliant, responsive, mobile-friendly website
- Video script and storyboard
- Video mock-up
- One final mp4 video

Labor

- Planning and scheduling
- Content development
- Mockup creation and edits
- Final development
- On-going revisions

Speakers Bureau Materials

A Speaker's Bureau PowerPoint will be developed for use by members of the program team. The presentation will be available upon request and will be updated on a quarterly basis. This presentation will also be available to download on the program website.

Deliverables:

- Draft and final speaker's bureau presentations

Assumptions:

- Hancock County will schedule and respond to presentation requests.
- Hancock County will be responsible for giving and staffing presentations.

Collateral Material

HDR will design and develop collateral materials for distribution to the public per Hancock County's needs. Collateral materials to include:

- Two (2) program brochure that captures the purpose, process, methods, and timeline for implementation of the project.
- One (1) FAQ/Learn More document with accompanying contact information.
- Five (5) maps of the project area.

Deliverables:

- Draft and final collateral materials

Assumptions:

- Collateral materials will be determined as needed, based on program's communications needs.

Online Meeting

The Online Meeting provides an opportunity for the Project Team to educate communities, stakeholders and the general public on The Plan and the proposed solutions. This meeting will outline The System's needs and provide details on the impact that each proposed solution may have on the community. This will be an opportunity solicit public input and gather feedback.

Assumptions

- Online meeting will be hosted on HDR's server
- Comments received through the online meeting will be sent directly to Hancock County for response and to be recorded in the project's contact and comment management system
- Online meeting will be live for 30 days

Deliverables

- Logistical planning and execution
- Meeting materials:
 - Workback schedule
 - Online meeting plan
 - Content documents
 - PDFs and maps
 - Graphics
 - Online meeting summary report
 - Online meeting platform
- Meeting outreach content, delivered electronically
 - Legal notice
 - Stakeholder notification letter
 - One (1) press release and one (1) media advisory
 - Social posts (up to three)

Social Listening

The System's proposed strategies for moving forward have the potential to generate controversy within the community. In order to get ahead of any opposition and to better understand community sentiment about the project, the Project Team will execute a social listening campaign to monitor all media. This will allow the team to define and identify potential risks, trending issues, opportunities to provide further education, project/industry influencers, primary social networks, and user demographics.

Information gleaned from the social listening efforts will also be the first step toward creating messaging and branding that will most effectively resonate with the community.

Assumptions

- The social dashboard will run for 1 year.
- Hancock County will provide an analytics report of relevant social media platforms
- HDR will submit for approval a list of key words and phrases to monitor prior to the start of campaign

Deliverables

- Daily/Weekly/Bi-Weekly/Monthly, or as needed, social media/monitoring reports
- Daily/Weekly/Bi-Weekly/Monthly, or as needed, analytics reports

Social Media

Social media has the potential to greatly enhance public involvement, especially in information dissemination and participant feedback. Social media sites allow for easy sharing of information, networking across various social and professional groups, and add to the visibility and relevance of the plan. Social media content will inform the public and promote online conversation about the project through all stages, building upon the successful online presence for the System. Objectives of an ongoing social media campaign include the following:

- **Create** a network of resources and information that links to The Plan's goals and initiatives.
- **Increase** awareness of The Plan's goals, objectives and work among stakeholders.
- **Encourage** online participation/dialogue from all stakeholders.
- **Build** an organizational identity that enhances credibility and develops into a recognizable icon.

HDR recommends that Hancock County consider developing project-specific social media channels in order to establish a clear delineation between the project voice and the brand voices of Hancock County and Hancock County Sherriff's Department.

Assumptions

- HDR will establish project-specific social media accounts and maintain administrative rights
- Hancock County maintain administrative rights
- HDR will draft up to 12 posts per month. Hancock County will approve.
- HDR will create graphic content to supplement posts
- Hancock County will provide photographs to supplement posts

Deliverables

- Social media strategy document
- Content calendar
- Social media account metrics
- Advertising strategy and budget
- HDR will provide a monthly communications report on all social media activity
- Social media status update (current/forecasted issues, review content, schedules, etc.) 1 hour

Community Outreach

Community commitment efforts ensure that this project brings value to the entire Hancock County community. This extends beyond stakeholder outreach and online meetings in order to reach segments of the community that may not fall within designated stakeholder groups.

Community commitment outreach efforts are designed to draw awareness of public engagement efforts, such as the online meeting, by applying a mix of traditional and digital outreach strategies.

Assumptions

- HDR will employ an “Every Door Direct” Outreach Campaign
- HDR will design flyers and postcards for distribution
- HDR will submit a list of proposed distribution sites for flyers
- HDR will be responsible for printing costs to be billed back to the client
- Hancock County will approval final designs
- Hancock County will be responsible for distribution of flyers and postcards (other than through Every Door Direct)

Deliverables

- Strategy and execution of complete Community Commitment campaign to include:
 - Final content development and design
 - Proposed distribution lists
 - Proposed community influencers to engage

Video

HDR will develop one (1) graphics-based educational video to reach stakeholders through different communication channels including, such as in-person meetings, program website, or social media. The topic of the video will be determined based on project progress and the messages that will have the biggest impact through visual communication.

Assumptions

- HDR will produce one video, not exceeding five minutes, using graphic animation.
- HDR will provide video files in MP4 format and host on HDR’s video sharing site.

Deliverables

- One (1) draft and final strategic plan outlining concept
- One (1) draft and final script
- One (1) draft and final storyboard with graphics and animations
- One (1) draft and final video

Podcasts

As needed, HDR will collaborate with team members to record a podcast mini-series of up to six episodes that includes interviews with program management, communications, and construction team members. Each podcast will be no longer than 15 minutes and will be shared on the program website through an embeddable player hosted on Podbean. Once approved by Hancock County, the podcast will be published with Apple Podcasts, Google Podcasts and Spotify. The podcast development and launch task includes: naming and branding, theme music selection, transition music selection, music rights administration, standard intro and outro

production, equipment or production partner recommendation, script writing, audio enhancements and production (editing, recording, and mastering), distribution, and marketing. Planning will include identifying relevant topics, drafting interview questions, and prepping guests when needed.

Deliverables

- Podcast launch form and one-hour launch consultation
- Music recommendations guide for theme, transitions, intro and outro
- Draft and final podcast branding package (cover art favicon and logos, email and social media cards, and audiograms)
- Draft and final topic recommendations
- Draft and final interview questions for each podcast (6 total)
- Draft and final distribution and marketing plan
- Draft and final equipment or production partner guide
- Up to Six (6) podcast production meetings
- Up to Six (6) draft and final podcast recordings
- Up to Six (6) monthly podcast analytics reports

Assumptions

- HDR will record and edit podcast content.
- HDR will provide each draft recording to Hancock County for approval in advance of publishing.
- Hancock County will be responsible for identifying interview subjects for each podcast.
- HDR will interview subjects.
- Hancock County will be responsible for securing a free version of Podbean.
- Hancock County will be responsible for approving the podcast name and distribution, branding, music selections, distribution/marketing plan, episode descriptions, and podcast categories.