

# City of Pomona

505 S. Garey Ave  
Pomona, CA 91766

## Regular Meeting Minutes

### INDEPENDENT REDISTRICTING COMMISSION



*Commissioner Aldo Yañez-Ruiz  
Vice-Chair Leticia Casillas-Sanchez  
Commissioner Natalie Chaidez  
Commissioner Timmy Luong  
Commissioner Ruth Alvarez  
Commissioner Nancy Diaz  
Commissioner John Mendoza*

#### VISION STATEMENT

*Pomona will be recognized as a vibrant, safe, beautiful  
community that is a fun and exciting destination and the home of  
arts and artists, students and scholars, business and industry.*

---

Wednesday, October 27, 2021

5:00 PM

Teleconference via Zoom

---

**5:00 P.M. Teleconference via Zoom**

#### **CALL TO ORDER**

Chair Yañez Ruiz called the Independent Redistricting Commission Meeting to order at 5:02 p.m.

#### **PLEDGE OF ALLEGIANCE**

Chair Yañez Ruiz led the Pledge of Allegiance.

#### **ROLL CALL**

Present via Zoom: Chair Aldo Yañez Ruiz  
Vice-Chair Leticia Casillas-Sanchez  
Commissioner Natalie Chaidez  
Commissioner Timmy Luong  
Commissioner Ruth Alvarez  
Commissioner Nancy Diaz  
Commissioner John Mendoza

#### **STAFF PRESENT via Zoom**

Rosalia Butler, City Clerk  
Mark Gluba, Deputy City Manager  
Alison Glynn, Deputy City Clerk/Commission Secretary  
Maria Arellano, Administrative Clerk, City Clerk's Office

Scott Smith, Attorney, Best, Best and Krieger (BBK)  
Stephanie Smith, Director of Election Services, Best, Best and Krieger (BBK)

Hilda Estrada, contracted by the City to provide translation services via Zoom.

Staff from Tripepi Smith, an organization contracted by the City to provide marketing and outreach for the redistricting process.

Staff from National Demographics Corporation (NDC), an organization contracted by the City to provide demography services for the redistricting process.

Twenty-nine members of the public attended the meeting.

### **PUBLIC COMMENT**

None.

### **CONSENT AGENDA**

#### **1. Approval of Independent Redistricting Commission Meeting Minutes**

It is recommended that the Independent Redistricting Commission approve the following Independent Redistricting Commission Meeting Minutes

-September 22, 2021 Meeting Minutes

**MOTION BY COMMISSIONER ALVAREZ, SECOND BY VICE CHAIR CASILLAS-SANCHEZ, CARRIED 7-0, to approve the September 22, 2021 Meeting Minutes.**

### **DISCUSSION CALENDAR**

#### **2. Discussion on Communities of Interest**

Commission Secretary Glynn indicated the presentation would cover both the topic of communities of interest and mapping tools and that the public would have an opportunity to comment on each item separately.

Jeff Simonetti, from NDC, gave a presentation on proposed communities of interest and mapping tools.

Commissioners asked questions and made comments regarding the presentation.

Chair Yañez Ruiz invited comments from members of the public.

Ann Tomkins noted that the Commission had been referred to as an "advisory" commission as opposed to an independent commission in the presentation. She asked



for clarification on whether this Commission would select the final maps or make a recommendation on maps to be selected by another body.

Eunice Russell suggested putting a notice on the website indicating that the data was not yet up to date. She asked about the deadlines for public map and Commission selection.

### **3. Overview of Online Mapping Tool**

Jeff Simonetti explained that, because Pomona was on a November election cycle, they had more time to complete the redistricting process. He said completion of the process had to be no later than April 17, 2022 and that NDC hoped to get the mapping tool up very soon to give the public ample time to use the tools.

He spoke on the question addressing the role of the Commission and indicated it had the ultimate authority to determine a map and the sequence of elections.

Deputy City Manager Gluba pointed out that the City Charter references elections sequencing and Attorney Scott Smith confirmed that the sequencing was already in place and therefore, not up to the Commission to determine.

Mr. Simonetti gave a presentation on the online mapping tools and the District R website.

Commissioner Chaidez expressed concern that the mapping tools were on a different website than the Draw Pomona website and asked why there was not a Spanish option on the mapping tools website.

Some Commissioners inquired about the option to add another district and Attorney Smith indicated the six-district model was locked into the City Charter.

A discussion ensued on district demographics, communities of interest and other information that might factor into the final maps.

Eunice Russell asked about the differences of the two websites discussed in the presentation and if that would cause some confusion for members of the public wishing to submit maps. She cautioned the Commission about how they look at information such as political affiliation, racial demographics and other factors.

Ann Tomkins suggested adding more simplified language for the public explaining the rules governing the redistricting process. She also asked for clarification on whether where a Councilmember resides should be considered and said the districts should be drawn for the benefit of the public. She mentioned the historic districts and said although each may be its own unique community; she did not want them to be combined into one

Council district. She mentioned the population disparity between districts 5 & 6 and reminded the Commission that the northern districts vote in 2024 and the southern districts vote in 2022.

#### **4. Overview of Outreach Efforts by Consulting Firm Tripepi Smith**

Clare Burgess, of Tripepi Smith, gave a presentation on outreach efforts.

Vice Chair Casillas-Sanchez indicated she appreciated the outreach efforts, but said that she had some issues with the Spanish translation in the flyers.

Clare Burgess outlined the translation process and said Tripepi Smith would be happy to work with any members of the Commission who would like to proofread the Spanish translation.

City Clerk Butler indicated she had discussed the materials with the city translator and pointed out larger cities that have used similar language in redistricting outreach materials. She said that city staff welcome any input from the Commission.

After some discussion, the Commission decided to direct Tripepi Smith to implement the YouTube ads and the SMS texting options mentioned in the outreach presentation.

**MOTION BY COMMISSIONER LUONG, SECOND BY COMMISSIONER ALVAREZ, CARRIED 7-0, to direct City staff and consultants to move forward with the YouTube and SMS texting outreach options.**

Deputy City Manager Gluba asked if the Commission would like to allow City staff the discretion to move forward with other outreach efforts as they become available in the future.

Chair Yañez Ruiz asked about the budget for outreach efforts and Deputy City Manager Gluba indicated there was sufficient budgetary flexibility.

After some discussion, the Commission agreed to direct staff the discretion to move forward with future outreach efforts.

Eunice Russell asked about adding an insert to the City water bill in order to reach members of the public who might not be able to access other methods of outreach.

Deputy City Manager Gluba indicated that a blurb had already been added to the water bill. He emphasized other outreach efforts such as direct canvassing of flyers by Commission members was more effective in reaching a larger percentage of the



community.

Michelle asked about the logistics of canvassing and where the public could submit comments.

Chair Yañez Ruiz explained that the Commission members would be distributing the flyers to the community.

Deputy City Manager Gluba said the Draw Pomona website was constructed to facilitate community engagement and that the public could submit their comments there.

City Clerk Butler encouraged members of the public to contact the City Clerk's office if they had any questions.

City Clerk Butler mentioned that the translator had to leave the meeting for another engagement.

#### **COMMISSIONER COMMUNICATION**

None.

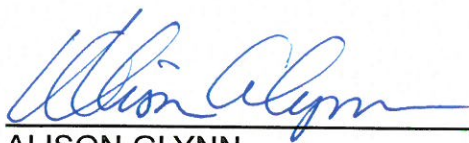
#### **STAFF COMMUNICATION**

None.

#### **ADJOURNMENT**


Chair Yañez Ruiz adjourned the meeting at 7:07 pm to the Special Meeting/Workshop on Saturday, November 13, 2021 at 10:00 am.

Respectfully submitted,



ALISON GLYNN  
Deputy City Clerk /Commission  
Secretary to the Independent  
Redistricting Commission

ATTEST:



ALDO YAÑEZ RUIZ  
Chair of the Independent Redistricting  
Commission

