

HERNDON YOUTH ADVISORY COMMITTEE
Regular Meeting Minutes
Thursday, September 5, 2024

1. Call to Order

Vice Mayor Clark Hedrick, Herndon Youth Advisory Committee Town Council Liaison, called the September 5, 2024, Herndon Youth Advisory Committee (HYAC) meeting to order at 5:00 p.m. in the Hoover Conference Room of the Herndon Council Chambers Building, 765 Lynn Street, Herndon, Virginia. In attendance were: Town Council Liaison Vice Mayor Clark Hedrick; and Committee Members Joe Aksu, Zach Calsetta (arrived at 5:10 p.m.), Daniela Contreras, Ethan Fabro, Zoe Kimsey, Emilia Korsvall, Natalie Nossal, Claire O'Connor, Rexford Richardson, Adrianna Rideout, Prisha Sharma, and Autumn Smith.

Committee Members Stanley Joseph and Natalie Nossal were absent.

Staff present during the meeting: Kirstyn Barr Jovanovich, Acting Deputy Town Manager; Anne Papa, Chief Communications Officer; Kelly Garrone, Communications Assistant; and Amanda Kertz, Acting Town Clerk.

Determination of a Quorum

Vice Mayor Hedrick determined there was a quorum of the HYAC, with 11 members present. Committee Member Calsetta had not yet arrived and Committee Members Joseph and Nossal were absent.

2. Welcome and Introductions

a. Comments from Vice Mayor Hedrick, HYAC Council Liaison

Vice Mayor Hedrick welcomed the HYAC Members present that evening. He asked the Committee Members to introduce themselves by their name, school they are attending, grade level, and he asked them to state one thing they hope to get out of by participating in this committee.

[Note: Committee Member Calsetta arrived at 5:10 p.m.].

3. Discussion

a. Review of Local Government Roles and Responsibilities - Kirstyn Jovanovich, Acting Deputy Town Manager

Kirstyn Barr Jovanovich, Acting Deputy Town Manager, provided a presentation that gave an introduction to local government; the Town of Herndon's structure; and reviewed the roles and responsibilities of the committee.

There was discussion among staff and the committee members about their roles and responsibilities.

Responding to Vice Mayor Hedrick, Ms. Jovanovich discussed some of the activities and issues that the previous iteration of HYAC did and discussed.

Amanda Kertz, Acting Town Clerk, stated that the previous iteration of the HYAC worked with the Herndon Police Department on positive ways to interact with members of the nonverbal and autistic community, which contributed to a policy change at the Police Department.

b. Youth Opinions/Focus Group: Town Rebranding Initiative - Anne Papa, Chief Communications Officer

Anne Papa, Chief Communications Officer, provided a brief overview of the rebranding process, which included surveys, focus groups, and other means to help identify Herndon's brand. Ms. Papa took the group through a series of exercises to gather the group's thoughts and opinions on the Town of Herndon and its brand, with the goal of contributing this information to the rebranding exercise.

There was discussion among staff and the Committee Members about the rebranding exercise, and the committee members provided their feedback on what they thought should be included in the rebranding.

c. Open Discussion - Future Topics and Interests

Vice Mayor Hedrick asked the group for their feedback on key topics to be addressed in the upcoming HYAC meetings. In summary, the following topic areas were suggested by the HYAC members, with specific suggestions included below:

Area 1: Emphasis on more youth outreach and programming with the Parks and Recreation Department, specifically:

- More activities for young people, especially at the Herndon Community Center;

- Request for more youth-based activities during the winter;
- Promoting sports and athletics;
- Greater availability of programs for individuals with disabilities; and
- Suggestion for more outdoor events. An example of an international market was provided.

Area 2: Improving the Town's marketing strategy and promoting events; specifically:

- Showcasing Herndon's diversity; including more diverse festivals;
- Improving marketing strategies for the Town; including the website;
- Providing text alerts to residents when something changes or is broken; and
- Suggestion to better utilize Instagram, since that is an app teens use frequently.

Area 3: Other recommendations, specifically:

- Greater focus on recycling and cleanliness in the Town, including on the trails; and
- Greater mental health support.

There was discussion among the Committee Members and staff about the suggested topics, which included conversations about events that the group had already attended in the Town.

Following the discussion about future topics, Vice Mayor Hedrick led the group members in an icebreaker activity.

4. General

a. Selection of Chair and Vice Chair

Following discussion among the HYAC, members of the committee were nominated to be Co-Chairs for the meetings during the remainder of the year. Since eight individuals were selected, the Town Clerk's office was asked to schedule a fifth meeting for this body during the 2024-2025 school year, for a total of five meetings. The Co-Chairs proposed were as follows:

1. Committee Members Contreras and Rideout, who will Co-Chair the next meeting on December 5, 2024;
2. Committee Members O'Connor and Sharma;
3. Committee Members Aksu and Korsvall; and
4. Committee Members Kimsey and Smith.

By consensus of the Committee, the Co-Chairs were selected to follow the HYAC meeting schedule in chronological order, as listed above.

5. Adjournment

There being no further business, the September 5, 2024, Herndon Youth Advisory Committee Meeting was adjourned at 6:55 p.m. It was noted that the next meeting will be held on Thursday, December 5, 2024.



Amanda E.M. Kertz
Acting Town Clerk

Minutes approved by Herndon Youth Advisory Committee: December 5, 2024