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The May 14, 2010 SCALE meeting opened with a presentation from Social Media Strategist **Rick Mahn**. Rick provided information on the importance of social media, the tools available, communications and cultural shifts, as well as engaging citizens and how to manage the risks involved.

Rick began his presentation by saying, “Social media isn’t a fad, it’s a fundamental shift in the way we communicate.” He then played a video highlighting statistics including the amount of people that use facebook-- 400 million-- and the staggering amount of page hits that facebook receives over the next highest visited website, Google. The video articulated the enormity of the amount of people that use social media as a way to connect not only with friends, but with businesses, organizations, and their interests and hobbies as well.

Social media includes a variety of resources for personal or professional use including: social networking sites; audio, video, blogging, and micro blogging (twitter) sites; location based or geo-tracking sites; and virtual meetings or webinars (webx) sites. These sites allow you to post PSAs on YouTube, broadcast city or county meetings, disseminate information to the public, give status updates, build interest specific pages or sites to support various initiatives or projects, blog about upcoming schedules or activities, listen to community input, or to provide in-depth information on a current topic in the community.

A few of the risks that Rick touched on in utilizing social media can be managed by developing social media guidelines or policy, working with your IT department regarding security risks, providing the site administrators a direct communication path to decision makers, using restraint in responding to negative feedback, and by establishing transparency on-line.

For more information or to contact Rick, you can visit his website at [rickmahn.com](http://rickmahn.com) or at [twitter.com/rickmahn](https://twitter.com/rickmahn).

A HiPP (High Performance Partnerships) update was given by City of Prior Lake Mayor **Mike Myser**. HiPP is the Dakota County collaborative version of SCALE. A group of representatives from HiPP and SCALE recently met and Mike reported that they have developed a long term goal in the reaffirmed belief that there are opportunities to collaborate and communicate with each other. HiPP is working on developing ideas on how we can leverage our size to do more, how we can work together more often (technology sharing and transportation issues), and how we can explore greater learning opportunities together.

A more formal “get to know you” meeting has been rescheduled for **September 21 from 4-6 p.m.** at the Burnsville Performing Art Center to allow for more time to develop a boiler plate to help guide discussion regarding collaboration between HiPP and SCALE.

The four SCALE sub-committees (Service Delivery, Transportation and Economic Development, Quality of Life, and Community Culture) gave updates to the group on their progress.

**Service Delivery** continues to work on technology sharing with the schools taking the lead on this effort. Human resource collaboration is also being explored as well as a few legislative issues. One notable legislative item would add a requirement for all advisory groups to follow open meeting laws. There is a also bill currently in the Senate regarding collaboration and union contracts that may or may not change the way we are doing business.

**Transportation and Economic Development** highlighted the 169/494 project which will be awarded in October. They are planning to have a celebration/ground breaking event for the project. Economic

development is working with Bill Jaffa from Scott County CDA on obtaining funds that are available through the CDA for planning and development of the 2030 jobs goal initiative. Funds are also available to cities through a formal request process.

**Quality of Life** is exploring what we can do cooperatively in response to the Emerald Ash Borer, they are also researching more e-government opportunities, as well as encouraging more schools and school districts to display crash cars for student learning, and they are working on the June SCALE article for the local papers.

**Community Culture** continues their teasers for SCALE meetings as well as providing recaps to the SCALE are also working with Scott County to help develop collaboration and SCALE content for classes offered through explored that could include topics for elected officials. The newly developed website [scaleinfo.org](http://scaleinfo.org) is up and r

Mark your calendars for the next SCALE meeting on **Friday, June 11** — key topic: Intelligent Communities.

*“The mission of SCALE is to forge new and innovative ways in which government entities can collaborate to provide superior services while making the most of limited resources.”*

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