



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Approved PRESIDENT'S WORK GROUP TO REVIEW COUNCIL COMMUNICATION TOOLS & PROCESSES

Thursday, September 19, 2019

12:00 PM

Room 107, Madison Municipal Building
215 Martin Luther King Jr. Blvd.

Call to Order / Roll Call

Present: 3 - Grant Foster; Barbara Harrington-McKinney and Donna V. Moreland

Excused: 2 - Lindsay Lemmer and Keith Furman

Others Attending: Deputy Mayor Katie Crawley, Eric Olson (IT)

Ald. Grant Foster, chair, called the meeting to order at 12:14 p.m.

Approval of Minutes

A motion was made by Ald. Donna Moreland, seconded by Ald. Barbara Harrington-McKinney, to approve the minutes from the August 29, 2019 President's Work Group to Review Council Communication Tools & Processes. The motion passed by voice vote/other.

Public Comment

There was no public comment.

Disclosures and Recusals

There were no disclosures or recusals from the work group members present.

Discussion Items

[57413](#)

Review, update and prioritize Goals and Strategies: Content

Attachments: [9/19/19 Revised Content Chart.pdf](#)
[9/19/19 Meeting Content Example Engineering.pdf](#)
[8/29/19 Meeting Content Spreadsheet.pdf](#)
[WG on Council Communications Goals Objectives & Strategies Solutions.p](#)
[6/25/19 Survey Results: Alder Communication Tools.pdf](#)

The work group members welcomed Deputy Mayor Katie Crawley to the meeting.

The work group continued reviewing the content that was identified at the August 29, 2019 meeting and added columns: Responsible

Department/Division, Content Owner, Format, Frequency, Ideal World Content, and Future World Content. Content list was updated (see list attached to legislative file).

As the work group continued identifying content, Ald. Foster thought sending an "ask" to the PIO's on what content they were creating, how they were pushing it out (e.g. press release, subscription) and frequency. Eric Olson said that adding an example would be helpful. Lisa Veldran, Eric Olson and Katie Crawley would work on crafting a draft "ask". Also note that this exercise was to create an inventory of current practices. Ald. Foster thought the "ask" should give them a brief explanation on what the work group was doing and offer them an opportunity to offer suggestions, etc...

Action Items / Next Steps

Next Meeting:

- Continue review of content chart - identify current content, different ways it is shared
- Examples of updates sent by PIO's, discuss communication ask
- Define blog requirements

Note: Meetings will be rescheduled from 12 noon to 12:15 pm

Adjournment

A motion was made by Ald. Donna Moreland, seconded by Ald. Barbara Harrington-McKinney, to adjourn. The motion passed by voice vote/other. The meeting adjourned at 1:46 p.m.

Upcoming Meetings

October 3, 2019 @ 12 noon, Room 206, Madison Municipal Building
October 17, 2019 @ 12 noon, Room 206, Madison Municipal Building
October 31, 2019 @ 12 noon, Room 206, Madison Municipal Building

November 14, 2019 @ 12 noon, Room 206, Madison Municipal Building

December 5, 2019 @ 12 noon, Room 206, Madison Municipal Building
December 19 2019 @ 12 noon, Room 206, Madison Municipal Building

January 9, 2020 @ 12 noon, Room 206, Madison Municipal Building
January 23, 2020 @ 12 noon, Room 206, Madison Municipal Building

February 13, 2020 @ 12 noon, Room 206, Madison Municipal Building
February 27, 2020 @ 12 noon, Room 206, Madison Municipal Building

March 12, 2020 @ 12 noon, Room 206, Madison Municipal Building
March 26, 2020 @ 12 noon, Room 206, Madison Municipal Building