



City of Madison

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

Meeting Minutes - Approved COMMON COUNCIL ORGANIZATIONAL COMMITTEE

Tuesday, August 3, 2010

4:30 PM

210 Martin Luther King, Jr. Blvd.
Room 108 (City-County Building)

CALL TO ORDER / ROLL CALL

Present: 5 -

Lauren Cnare; Shiva Bidar-Sielaff; Marsha A. Rummel; Chris Schmidt and Michael Schumacher

Excused: 3 -

Mark Clear; Bryon A. Eagon and Tim Bruer

Other Present: City Attorney Michael May, City Comptroller Dean Brassler, Chief of Staff Janet Piraino, Ald. Bridge Maniaci, Ald. Thuy Pham-Remmele, Sarah Edgerton (Webmaster), David Faust (IT), Amy Zastrow, Frank Alfano, Daina Zemkauskas-Juozevicius, Jeanette Rucleu, John Jacoby, Kristin Czubkowski (TCT), Rosemary Lee and Brenda Konkel

Ald. Lauren Cnare, Vice-Chair, called the meeting to order at 4:36 p.m.

PUBLIC COMMENT

There was no public comment.

Ald. Lauren Cnare asked CCOC members if Agenda Item #2 (Council Office Budget) could be tabled until Ald. Mark Clear arrived. Ald. Michael Schumacher moved, seconded by Ald. Shiva Bidar-Sielaff to table this item until Ald. Mark Clear arrived. Motion was approved.

Ald. Bryon Eagon arrived at 4:45 p.m. Ald. Mark Clear arrived at 4:52 p.m.

Present: 7 -

Mark Clear; Lauren Cnare; Bryon A. Eagon; Shiva Bidar-Sielaff; Marsha A. Rummel; Chris Schmidt and Michael Schumacher

Excused: 1 -

Tim Bruer

DISCUSSION ITEMS

[17659](#)

Draft Blogging Policy for Alder/City Webpages - Sarah Edgerton, Webmaster (IT Department)

Attachments: [DRAFT Blogging Policy](#)

Sarah Edgerton (City Webmaster) and David Faust (City IT) were present for the discussion on the draft city blogging policy. Ms. Edgerton noted that she wrote the draft blogging policy and it was reviewed by Ald. Mark Clear and Rachel Strauch-Nelson (Mayor's Assistant). She noted that it also references

the Council's Web Policies & Guidelines document.

Ald. Shiva Bidar-Sielaff asked for clarification. She wanted to know who was "the city" that could restrict web content (referenced in draft). Ms. Edgerton stated that it was City IT Director Paul Kronberger ("the city") who makes the decision and that a discussion occurs before content was removed. This would be clarified in the blogging policy.

Ald. Chris Schmidt asked for clarification on web linking policies. Ms. Edgerton noted that it is found in APM 3-13

(<http://www.cityofmadison.com/mayor/apm/3-13.pdf>):

Guidelines For Site Exclusion

- Sites containing information promoting any illegal activities
- Sites for which the focus is to market a particular commercial service or product (see Acknowledgements below)
- Sites containing information which would violate any of the City's Affirmative Action Policies, Equal Opportunity Ordinance, Ethics Ordinance, or which may be in violation of any other City ordinances, or State or Federal laws
- Sites unrelated to the City of Madison and the surrounding community
- Sites for a specific political candidate or political party—rather, the City may link to independent organizations such as the League of Women Voters
- Sites containing material which is harmful to minors
- Sites which are not consistent with the purpose of the City's Internet Website set forth above
- Sites containing material which is obscene, profane, defamatory, libelous or fraudulent

Ald. Michael Schumacher asked about linking to personal blogs and thought this needed to be defined and addressed in the blogging policy. (from Council Web Policies & Guidelines: • Allow mention of blog in alder biography, no linking to the blog. Alder can state within their biography that visitors can email the alder for the blog link.) Ald. Schumacher would also like Council President involved in the appeal process for Common Council members.

Ald. Marsha Rummel thought that posting during election cycles should also be limited similar to what is in the Council Web Policies & Guidelines:

1. Newsletter articles cannot be posted or linked during an election cycle (December – April) if the alder is running for re-election and is opposed. If an alderperson is unopposed or did not file for reelection this stipulation does not apply.
2. Note regarding non-city organizations: If an alder links to an organization that endorses candidates on their web page(s), then that link would be disabled during the aldermanic election cycle (December – April).
3. During the aldermanic election year (December 1 – Date of spring general election), an alder can only edit factual biography information (example: change in job, marital status, etc.). • During the aldermanic election year, links to organizations that endorse political candidates must be disabled (example, Downtown Madison Inc., Greater Madison Chamber of Commerce).

Ald. Marsha Rummel asked how webpage content is checked. Ms. Edgerton

noted that IT does spot checking of webpages to ensure compliance with city web standards and policies, APM 3-31, etc...

Sarah Edgerton noted that the purpose of placing the draft on the agenda was to gather further input on the policy and come back with a final version of the City of Madison Blogging Policy to a future CCOC meeting.

Ald. Michael Schumacher moved, seconded by Ald. Shiva Bidar-Sielaff to rerefer to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE, due back on 10/5/2010.

Ald. Thuy Pham-Remmele noted that the Mayor has a blog and asked if he followed the policy. IT staff indicated that he followed the policy. Ald. Pham-Remmele asked if Rachel Strauch-Nelson wrote the Mayor's blog and if she could ask Council staff to write her blog. She would like to see the amount of staff time allocated for blogging put into the policy. Lisa Veldran noted that alders have access to Contribute to post to their webpages and that Council staff did not have time to write blog pieces for each alder. Ald. Pham-Remmele noted that there appeared to be unequal staffing between the Mayor and Council offices to provide blogging services.

Ald. Michael Schumacher stated that this was two separate issues: a. blogging policy and b. staff and job duties. Ald. Pham-Remmele said she wanted it to be clear in the blogging policy who was to do the blogging.

Ald. Bryon Eagon asked if alders can have other outside blogs. Staff stated that they can. Ald. Schumacher again noted that this is an issue of web linking from personal blogs to City blogs.

Ald. Rummel asked for training on Contribute. Ms. Edgerton stated she would offer a class in September.

Motion to re-refer this issue to the October 5, 2010 CCOC meeting was approved.

19410

2011 Common Council Office Operating Budget - Ald. Mark Clear, Council President

Attachments: [Operating Budget Guidelines: July 13, 2010](#)

Ald. Shiva Bidar-Sielaff moved to take the discussion of the 2011 Common Council Office budget off the table, seconded by Ald. Michael Schumacher. Motion was approved.

Lisa Veldran noted that she had invited the City Comptroller, Dean Brasser to attend during this discussion. Ms. Veldran noted that the Common Council Office budget target was \$379,621 with a 6% Contingency Cut Plan of \$22,579. She noted that last year the Council submitted a "cost to continue" budget without forwarding a budget target or contingency cut to the Mayor. Ald. Mark Clear noted that the Mayor has stated that the Council budget was not really his purview and would put into his budget what is submitted by the Common Council.

Ald. Shiva Bidar-Sielaff stated that she strongly feels that the Council needs policy staff to do policy work. Ald. Michael Schumacher noted that this

conversation has occurred. He stated that one mayoral staff person should be deleted from the Mayor's Office and add a position to the Council office. Ald. Lauren Cnare asked what a full-time policy analyst would cost. Dean Brassler, City Comptroller, stated that typically professional positions start at \$50,000. Ald. Bidar-Sielaff thought it would be comparable to a mayoral staff position salary.

Ald. Marsha Rummel thought a ombudsmen-type person would be helpful. Ald. Bidar-Sielaff provided an example of a research issue. She could have used a policy analyst to research other municipalities that have liquor licenses and drug stores and then provide her with a written 2-page executive summary. Ald. Clear asked if she thought current staff didn't have the capacity to provide research. Ald. Bidar-Sielaff said she was looking for in-depth reports. Ald. Rummel stated she could use more administrative staffing. Ald. Clear stated that Council staff was good at letting alders know their workload.

Ald. Bryon Eagon thought investigating internship programs could be an option versus adding staff. Ald. Clear noted that in 2008 the Council office had an AASPIRE Intern who did research and the results varied by alder. Ald. Rummel asked if Council staff could investigate internship programs available.

Ald. Schumacher noted that an intern works well if you have one issue. He thought an intern was great but would need more structure and oversight. He supported putting into the Council budget a full-time policy analyst. Ald. Chris Schmidt supported Ald. Schumacher's suggestion.

Ald. Clear stated that the Council budget would be prepared to include a policy analyst position and estimated salary based on Comp Group 18.

Ald. Bridget Maniaci stated she would like to see the alder expense account increased because accounts can be wiped out quickly due to numerous mailings. Members requested Lisa Veldran to provide information on the alder expense accounts over the last five years.

18958

Policies & Procedures Relating to E-mails Sent to allalders@cityofmadison.com Email Address - Ald. Mark Clear, Council President

A motion was made by Ald. Shiva Bidar-Sielaff, seconded by Ald. Michael Schumacher, to Rerefer to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE, due back on 9/7/2010. The motion passed by voice vote/other.

19001

Discussion on Common Council Referrals and Referral Process - Ald. Mark Clear, Council President

A motion was made by Ald. Shiva Bidar-Sielaff, seconded by Ald. Michael Schumacher, to Rerefer to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE, due back on 9/7/2010. The motion passed by voice vote/other.

REFERRAL FROM COUNCIL

18250

SUBSTITUTE Creating Sec. 33.33 of the Madison General Ordinances to create the Sister City Collaboration Committee in the MGO's.

Sponsors: David J. Cieslewicz and Bridget R. Maniaci

Attachments: [Version 1](#)
[8/3/10 CCOC Registrations](#)

Registrations:

Amy Zastrow - Support/Available to Answer Questions - 4121 Tokay Blvd., Madison (Camaguey)

Frank Alfano - Support/Available to Answer Questions - 4809 Eldorado, Madison (Camaguey)

Daina Zemliauskas-Juozevic - Support/Available to Answer Questions - 701 S. Shore Dr., Madison (Vilnius)

Jeanette Reichers - Support/Available to Answer Questions - 142 Kensington, Madison (GMCVB)

John Jacoby - Support/Did Not Wish To Speak - 748 Chapman, Madison (Freiburg)

Ald. Mark Clear noted that this ordinance was back before the CCOC earlier than anticipated by request of the Mayor. Ald. Clear noted that he attended the last Sister City Collaboration Committee meeting. He stated that they have had issues with meeting quorum.

Ald. Bridget Maniaci and Amy Zastrow (Sister City Collaboration Committee Chair) were present for the discussion and available to answer questions. Ms. Zastrow noted that the committee had been challenged in trying to reach quorum and had no defined or clear objectives. Ald. Clear agreed with Ms. Zastrow's assessment.

Ald. Shiva Bidar-Sielaff stated she was very supportive of sister cities. She stated that previous discussions by CCOC centered around strengthening sister cities and sister city funding objectives. Ms. Zastrow noted that the 2009 funding distribution was discussed at meetings but was referred to 2010 in order that the question of sister city funding and whether it should be tied to involvement on the Sister Cities Collaboration Committee. This issue has not been resolved (e.g. East Timor does not want to be on the committee but wants to continue receiving city funds). Ald. Maniaci stated that she considered some appointments to the Sister City Collaboration Committee were made for reasons more political than policy and that she had come to the conclusion that the committee was formed to "hang itself".

Ald. Michael Schumacher asked City Attorney May about the issue of a committee fundraising (setting fundraising goals and achieving them). He questioned the legality of a city committee actively fundraising and the built in conflict of excluding sister cities if not involved in the committee. City Attorney May explained that the city wanted to reduce their monetary support for sister cities and encourage sister cities to partner with outside entities in raising funds to the level they had received from the city in the past (\$10,000). City Attorney May stated that he did not anticipate that the committee would fundraise as a city committee but would instead develop an independent entity

to work on fundraising. He noted that the Sister City Collaboration Committee's function is unusual and unique within the city committee structure..

Ms. Zastrow stated that the committee has discussed fundraising at every single meeting and that it has been distracting. Ald. Marsha Rummel didn't think this committee needed to exist (not that she didn't support sister cities) and she felt that the committee has tied the hands of the sister cities. She stated that she liked the connection between sister cities and economic development/exchange versus having sister cities concentrate on fundraising. Frank Alfano agreed with Ald. Rummel 100% and that one of the original ideas behind the committee was to create those linkages with the business community, Chamber of Commerce, Greater Madison Convention & Visitors Bureau and the City's Economic Development Division.

Ald. Bidar-Sielaff asked who staffed the Sister Cities Collaboration Committee. It was noted that Ray Harmon was staff to the committee. Ms. Zastrow asked who defined the purpose of the committee. Ald. Clear stated that it was the Council, CCOC and was now being defined by this ordinance. City Attorney May stated that an alternative was to create a resolution repealing this committee and create an ad hoc committee that would work on determining what the collaboration committee does, develop the purpose of the committee and then draft an ordinance to create the committee. CCOC members were in support of this alternative.

A motion was made by Schumacher, seconded by Cnare, to RECOMMEND TO COUNCIL TO PLACE ON FILE - REPORT OF OFFICER and that the City Attorney draft a resolution to create a sister city ad hoc committee that would work on determining a long term plan relative to sister cities and their relationship with the City. The motion passed by voice vote/other.

19199

Amending Sec. 2.04 of the Madison General Ordinances to clarify the authority of the Council President to approve the Council Agenda.

Sponsors: David J. Cieslewicz and Mark Clear

A motion was made by Ald. Lauren Cnare, seconded by Ald. Marsha Rummel, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER.

Ald. Mark Clear explained that this ordinance amendment established the authority of the Common Council President to approve the agenda, established a procedure for such approval, and clarified other authority of the President regarding the agenda.

The motion passed by voice vote/other.

19409

Discussion on City's Appointment Process - Requested by Ald. Thuy Pham-Remmele, District 20

Attachments: [MGO 33.01\(5\) Appointments](#)
[Website City Committee Information Center](#)
[City Committee Outreach Brochure](#)
[City Committee Appointment Application](#)
[9/1/10 Mayor's Memo:Committee Appointment Process](#)
[9/7/10 CCOC Registration](#)

A motion was made by Ald. Shiva Bidar-Sielaff, seconded by Ald. Michael Schumacher, to rerefer to the COMMON COUNCIL ORGANIZATIONAL COMMITTEE, due back on 9/7/2010.

Ald. Thuy Pham-Remmele expressed her disappointment that this item was not discussed at this meeting and that it was considered at the end of the agenda.

Ald. Marsha Rummel asked if CCOC members could be provided with the process the Mayor used to arrive at the final selection of a committee candidate.

Ald. Lauren Cnare asked Ald. Pham-Remmele to outline her concerns for the CCOC members so that they can be completely addressed at the next meeting.

Ald. Michael Schumacher asked that Council staff research different municipalities appointment models.

The motion passed by voice vote/other.

ADJOURNMENT

A motion was made by Ald. Michael Schumacher, seconded by Ald. Shiva Bidar-Sielaff, to adjourn. The motion passed by voice vote/other. The meeting adjourned at 6:03 p.m.