



# 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

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Thursday, August 29, 2019

12:00 PM

Room 206, Madison Municipal Building  
215 Martin Luther King, Jr. Boulevard

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### Call to Order/Roll Call

**Present:** 5 - Grant Foster; Barbara Harrington-McKinney; Lindsay Lemmer; Donna V. Moreland and Keith Furman

**Others Present:** Eric Olson (City IT), Brenda Konekl

**Ald. Grant Foster, chair, called the meeting to order at 12:05 p.m.**

### Approval of Minutes

A motion was made by Ald. Barbara Harrington-McKinney, seconded by Ald. Keith Furman, to approve the minutes from the August 12, 2019 meeting. The motion passed by voice vote/other.

### Public Comment

There was no public comment during this time.

During the meeting Brenda Konkell provided information on her use of the city's meeting calendar. Rules were suspended to allow members to ask her questions during the meeting.

### Disclosures and Recusals

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

### Discussion Items

[57146](#)

Review, update and prioritize Goals and Strategies list

**Attachments:** [8/19/19 Work Group Goals & Strategies List.pdf](#)  
[Research for Work Group on Council Communications \(8/16/19\)](#)

Ald. Foster reviewed the goals and objectives and strategies and solutions with members of the work group. There was a decision to start discussion on content: who generates it, what is generated, etc.

The work group identified the following content areas during their discussion:

Weekly Updates by Alders: City-Wide & District Specific

Article Links  
City of Madison Updates  
Events for Upcoming Week  
Google Calendar  
Blurbs on High-Interest Topics  
One link vs. multiple links (example: Parks)

Alder Websites  
Rummel  
Weekly Update  
City/District Information Mix  
Links to Public Meetings - Agenda & Links to Items  
City Press Releases - Summaries & Links

Furman  
No Set Frequency  
Several Topics  
Office Hours

Harrington-McKinney  
Major Events

Parking Lot  
Centralized, automated city meetings information  
Lack of Timely Information (meeting already occurred)  
Alder Communications around Rules- How Alders Receive Information from Staff  
Including all community meetings (e.g. staff meetings that are open to the public)  
School Information or Other Pertinent Information

After further discussion the work group developed the following list related to content:

Content to share via Alder site

- News Releases
  - o City
    - Press Conference
    - Press Releases
    - Closures, Winter, Beaches, Streets (trash/recycling), etc
  - o Department News (i.e. Parks Newsletter Items, Engineering Active Update)
  - o Development (i.e. Plan Commission) Updates
  - o Media (WSJ, CapTimes, etc) Article Links
- Project Status
  - o Engineering, Traffic Engineering, Parks, etc
  - o Development
- Calendar
  - o Meetings
    - District
    - City (including agenda items)
  - o Events
    - District (development project, office hours, etc)

- City
- [Third Party] Neighborhood (no-cost/non-profit) Events
  - Issue-based Generated Content
  - o Post/Blurbs with Alder thoughts on High-Interest Topics (i.e. F35s, Budget, Water Quality)

**Parking Lot**

- Best practices
- o How to write
- o Media training
  - Centralized, automated City Meetings info
  - Lack of timely information to the public (last minute)
  - Alder communication: how we get info from each other alders, staff, etc
  - School info or other information section
  - Public Information Officer Meeting
  - How residents reach alders and staff
  - Potential resident survey

**57152**

Review calendar of future meetings and discuss sequence of work

**Attachments:** [2019-2020 Work Group on Council Communications Meeting Schedule.pdf](#)

**Ald. Foster reviewed the future meeting dates with members. He noted that the work group would need an extension on their report back date of November 5, 2019 to the CCEC.**

**57159**

Discuss report out at September 3, 2019 CCEC meeting

**Ald. Foster stated that he would be reporting to the 9/3/19 CCEC members on the work done to-date and the request to extend the report deadline.**

**Action Items/Next Steps**

**Next meeting: September 19, 2019 at 12 noon in Room 107, Madison Municipal Building.**

**Topics: Discuss tools used to share content, survey results.**

**Adjournment**

**A motion was made by Ald. Donna Moreland, seconded by Ald. Keith Furman, to adjourn. The motion passed by voice vote/other. The meeting adjourned at 2:01 p.m.**