



# City of Madison

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

## Agenda - Approved

### PRESIDENT'S WORK GROUP TO REVIEW COUNCIL COMMUNICATION TOOLS & PROCESSES

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Thursday, February 27, 2020

12:15 PM

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

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**Note: Quorum of the Common Council may be present at this meeting.**

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below immediately.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntaub ntawv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

Contact: Lisa Veldran, Legislative Services, Common Council Office, (608) 266-4071 or [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com)

#### **NOTIFIED ABSENCE: ALD. PATRICK HECK**

The work group may at any time move to suspend Robert's Rules of Order and stand informally to allow open dialogue and discussion among its members and the public in attendance on any agenda items listed as "Discussion Items" or "Updates".

#### **1. CALL TO ORDER / ROLL CALL**

#### **2. APPROVAL OF MINUTES**

Approval of the February 13, 2020 President's Work Group to Review Council Communication Tools & Processes meeting minutes:  
<http://madison.legistar.com/Calendar.aspx>

#### **3. PUBLIC COMMENT**

#### **4. DISCLOSURES AND RECUSALS**

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

**DISCUSSION ITEMS / POSSIBLE ACTION ITEMS**

5. [59655](#) Update: Survey & Status of Focus Groups
6. [59492](#) Continue Review of Council Social Media Policy and Social Media Platforms  
**Attachments:** [Council Social Media Policy.pdf](#)  
[Facebook Agency User Guide.pdf](#)  
[Social Media Campaign Plan.pdf](#)  
[Social Media Strategy Plan.pdf](#)  
[Social Media Tip Sheet.pdf](#)  
[Social Media Content Outline.pdf](#)  
[Social Media Comments Policy - City of Madison, City of Madison, Wisconsin.pdf](#)  
[APM 3-16 Social Media and Department Websites Policy.pdf](#)  
[APM 3-13 Web Linking Policy.pdf](#)
7. [58705](#) Discussion Item: Development of Weekly Summary Content for Alders to Share
8. [59662](#) Discussion: Extending Final Report Deadline & Potential Additional Meeting Dates  
  
Potential Additional Meeting Dates  
Thursday, April 16, 2020 @ 12:15 p.m., Room 206 MMB  
Thursday, April 30, 2020 @ 12:15 p.m., Room 206, MMB  
Thursday, May 14, 2020 @ 12:15 p.m., Room 206, MMB  
Thursday, May 28, 2020 @ 12:15 p.m., Room 103A, CCB  
**Attachments:** [56505.pdf](#)
9. [58971](#) Discussion Item: Start Discussion on Final Report  
**Attachments:** [1/23/20 Work Group Goals.pdf](#)  
[1/9/20 Updated Work Group Priority Areas/Goals & Objectives.pdf](#)

**10. ACTION STEPS / NEXT STEPS / FUTURE AGENDA ITEMS**

- Provide feedback to Project Team developing Legislative Management System RFP (Legistar) – 3/19/20
- District Email Analytics - 3/19/20
- Provide feedback on City PIO Position (Mayor's Chief of Staff Bottari) - Future Meeting
- Review TFOGS Report (after focus group feedback is compiled) - Future Meeting
- Discussion with Planning and Transportation Staff on Communications to Alders - Future Meeting

**11. ADJOURNMENT**

**UPCOMING MEETINGS**

**March 19, 2020 @ 12:15 p.m., Room 206, Madison Municipal Building  
(rescheduled from 3/12/20)**

**March 26, 2020 @ 12:15 p.m., Room 206, Madison Municipal Building**