

**Meeting Minutes
President's Work Group on
Council Website Policies & Guidelines
Tuesday, February 26, 2008 at 2:00 p.m.
Room 417, City-County Building**

Attending: Ald. Mark Clear, Ald. Brenda Konkel, Ald. Michael Schumacher, Lisa Veldran, Council staff and Sarah Edgerton, Information Technology Department staff (Webmaster)

The meeting started at 2:00 p.m.

Approval of Minutes from February 5, 2008

Ald. Michael Schumacher moved approval, seconded by Ald. Brenda Konkel. Motion was approved.

Discussion of Council Website Policies & Guidelines

Ald. Mark Clear suggested that the work group go through any questions or issues that were not resolved from the February 5, 2008 meeting.

Header: District X Home

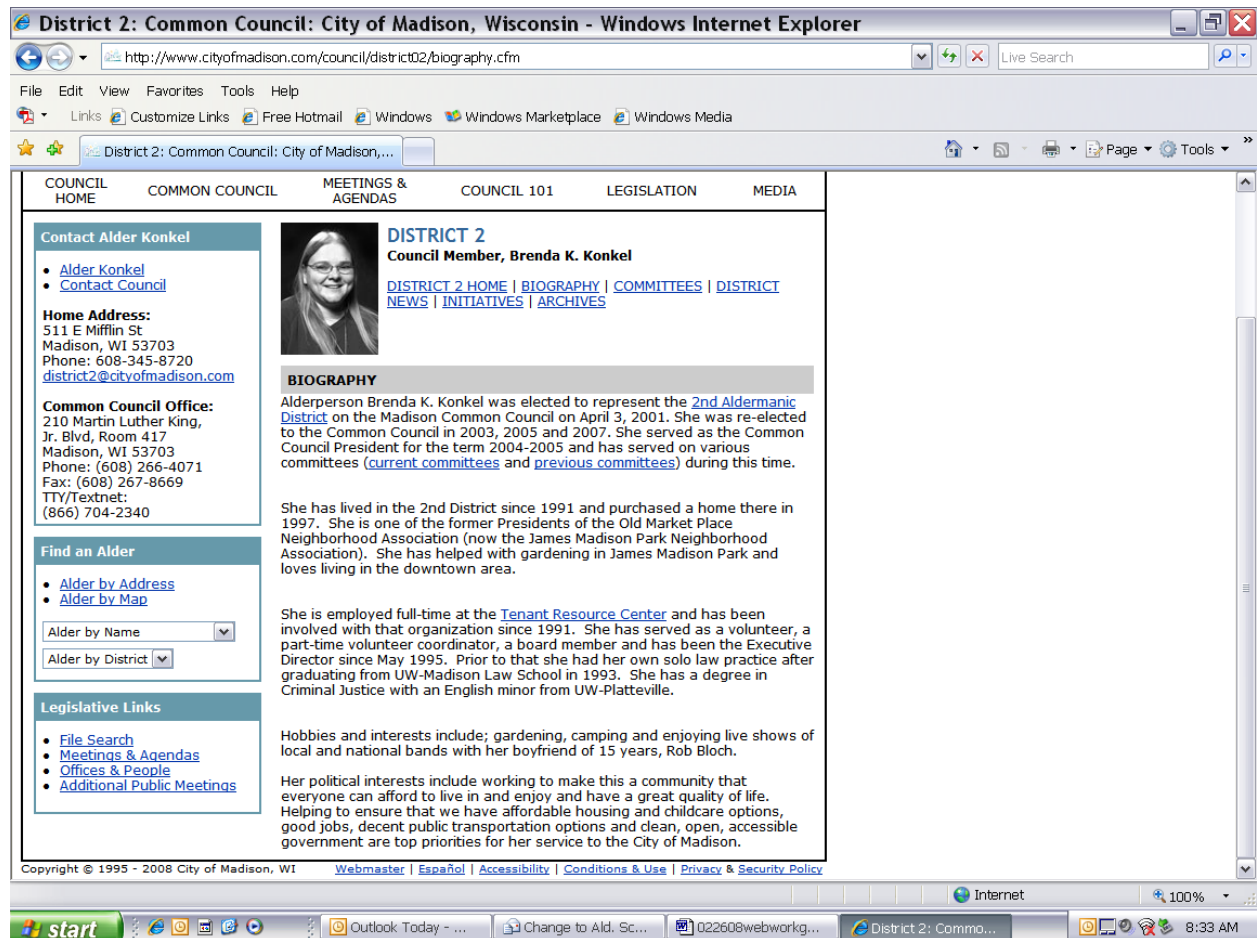
- Allow alders to edit welcome note.
- Put link to district map on this page
- Remove the bar **"PENDING & ADOPTED LEGISLATION"** and move it to Header: Initiatives

The screenshot shows a Windows Internet Explorer browser window displaying the website for District 2 Council Member Brenda K. Konkel. The browser's address bar shows the URL: <http://www.cityofmadison.com/Council/district02/>. The page content includes:

- Contact Alder Konkel:** Links for Alder Konkel and Contact Council. Home Address: 511 E Mifflin St, Madison, WI 53703. Phone: 608-345-8720. Common Council Office: 210 Martin Luther King, Jr. Blvd, Room 417, Madison, WI 53703. Phone: (608) 266-4071. Fax: (608) 267-8669. TTY/Textnet: (866) 704-2340.
- Find an Alder:** Links for Alder by Address and Alder by Map. Input fields for Alder by Name and Alder by District.
- Legislative Links:** Links for File Search, Meetings & Agendas, Offices & People, and Additional Public Meetings.
- DISTRICT 2 Council Member, Brenda K. Konkel:** A photo of Brenda K. Konkel and a welcome message: "Hi, I am Brenda K. Konkel, and I serve on the City of Madison Common Council. Welcome to our Website. We have designed these pages to help us communicate with City of Madison residents and visitors. I hope you find the online information here to be a valuable resource. Thanks for stopping by."
- PENDING & ADOPTED LEGISLATION:** A section with a grey background and red text for "PENDING LEGISLATION".
- District 2 Related:** A list of legislative items:
 - [08666](#) 101-109 North Franklin Street - PUD (GDP) for the relocation of the Conklin House. 2nd Ald. Dist.
 - [06572](#) Rezoning 119, 123 & 125 North Butler Street and 120 & 124 North Hancock Street, Proposed Use: Remove 1 House, Demolish 2 Houses and 3 Garages, and Build 4-Story Apartment Building. (Cliff Fisher Project)
 - [08171](#) Rezoning 301 N. Hamilton Street, Purpose: Demolish 6 buildings for future construction of 70-unit apartment building. (Pinkus McBride Project)
 - [05532](#) Alternate Resolution Accepting the Final Report of the East Washington Capitol Gateway Plan Advisory Committee and adopting the East Washington Capitol Gateway Corridor Plan and Urban Design Guidelines as a supplement to the City of Madison Comprehensive Plan, and other City plans to be used to guide future land use and development within the East Washington Capitol Gateway Corridor.
 - [06761](#) Adopting the Tenney-Lapham Neighborhood Plan as a supplement to the City of Madison Comprehensive Plan.

Header: Biography

- Alders can edit biography.
- During election cycle, alder can only edit factual information (example: change in job, marital status, etc.).



District 2: Common Council: City of Madison, Wisconsin - Windows Internet Explorer

http://www.cityofmadison.com/council/district02/biography.cfm

File Edit View Favorites Tools Help

Links Customize Links Free Hotmail Windows Windows Marketplace Windows Media

District 2: Common Council: City of Madison,...

COUNCIL HOME COMMON COUNCIL MEETINGS & AGENDAS COUNCIL 101 LEGISLATION MEDIA

Contact Alder Konkell

- [Alder Konkell](#)
- [Contact Council](#)

Home Address:
511 E Mifflin St
Madison, WI 53703
Phone: 608-345-8720
district2@cityofmadison.com

Common Council Office:
210 Martin Luther King, Jr. Blvd, Room 417
Madison, WI 53703
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Find an Alder

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Alder by Name

Alder by District

Legislative Links

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- [Meetings & Agendas](#)
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DISTRICT 2
Council Member, Brenda K. Konkell

[DISTRICT 2 HOME](#) | [BIOGRAPHY](#) | [COMMITTEES](#) | [DISTRICT NEWS](#) | [INITIATIVES](#) | [ARCHIVES](#)

BIOGRAPHY

Alderman Brenda K. Konkell was elected to represent the [2nd Aldermanic District](#) on the Madison Common Council on April 3, 2001. She was re-elected to the Common Council in 2003, 2005 and 2007. She served as the Common Council President for the term 2004-2005 and has served on various committees ([current committees](#) and [previous committees](#)) during this time.

She has lived in the 2nd District since 1991 and purchased a home there in 1997. She is one of the former Presidents of the Old Market Place Neighborhood Association (now the James Madison Park Neighborhood Association). She has helped with gardening in James Madison Park and loves living in the downtown area.

She is employed full-time at the [Tenant Resource Center](#) and has been involved with that organization since 1991. She has served as a volunteer, a part-time volunteer coordinator, a board member and has been the Executive Director since May 1995. Prior to that she had her own solo law practice after graduating from UW-Madison Law School in 1993. She has a degree in Criminal Justice with an English minor from UW-Platteville.

Hobbies and interests include; gardening, camping and enjoying live shows of local and national bands with her boyfriend of 15 years, Rob Bloch.

Her political interests include working to make this a community that everyone can afford to live in and enjoy and have a great quality of life. Helping to ensure that we have affordable housing and childcare options, good jobs, decent public transportation options and clean, open, accessible government are top priorities for her service to the City of Madison.

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Internet 100%

start Outlook Today - ... Change to Ald. Sc... 022608webworkg... District 2: Commo... 8:33 AM

Header: Committees

- Cannot edit – information is linked to the Legistar database.
- Add “Additional Committees” to capture those subcommittees, work groups, etc. that are not in the Legistar database. Sarah Edgerton will find out if this can be added to this page or if another page needs to be created.

District 2: Common Council: City of Madison, Wisconsin - Windows Internet Explorer

http://www.cityofmadison.com/council/district02/committees.cfm

City of MADISON HOME SERVICES AGENCIES CONTACT US SEARCH

CITY OF MADISON COMMON COUNCIL

COUNCIL HOME COMMON COUNCIL MEETINGS & AGENDAS COUNCIL 101 LEGISLATION MEDIA

Contact Alder Konkell

- [Alder Konkell](#)
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district2@cityofmadison.com

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Alder by Name

Alder by District

Legislative Links

DISTRICT 2
Council Member, **Brenda K. Konkell**

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CURRENT COMMITTEES

- [COMMON COUNCIL](#)
- [COMMON COUNCIL ORGANIZATIONAL COMMITTEE](#)
- [EARLY CHILDHOOD CARE AND EDUCATION BOARD](#)
- [EAST WASHINGTON AVENUE DESIGN OVERSIGHT COMMITTEE](#)
- [EAST WASHINGTON/CAPITOL GATEWAY BUILD STEERING COMMITTEE](#)
- [HOUSING COMMITTEE](#)
- [INCLUSIONARY ZONING ADVISORY OVERSIGHT COMMITTEE](#)
- [JAMES MADISON PARK PROPERTY PLANNING COMMITTEE](#)
- [LANDLORD AND TENANT ISSUES SUBCOMMITTEE](#)
- [LANDMARKS COMMISSION](#)
- [STATE STREET DESIGN PROJECT OVERSIGHT COMMITTEE](#)
- [TAX INCREMENTAL FINANCING POLICY AD HOC COMMITTEE](#)

Done Internet 100%

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Header: District News

- Information to be listed under this header:
 - Neighborhood Meetings (not official City of Madison meetings)
 - Newsletter articles/links to NA newsletter
 - Neighborhood Association links
 - Press Releases

District 2: Common Council: City of Madison, Wisconsin - Windows Internet Explorer

http://www.cityofmadison.com/council/district02/news.cfm

File Edit View Favorites Tools Help

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District 2: Common Council: City of Madison,...

Contact Alder Konkel

- [Alder Konkel](#)
- [Contact Council](#)

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district2@cityofmadison.com

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Find an Alder

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Alder by Name

Alder by District

Legislative Links

- [File Search](#)
- [Meetings & Agendas](#)
- [Offices & People](#)
- [Additional Public Meetings](#)

DISTRICT 2
Council Member, **Brenda K. Konkel**

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DISTRICT NEWS

Press Releases

[December 6, 2007 Press Release: Konkel, Rummel, Rhodes-Conway Call for Cleaning Up the Street Clean-Up Efforts \(PDF\)](#)

[October 14, 2007 Press Release: Konkel Raises Serious Concerns About Integrity of City Budget Process \(PDF\)](#)

Upcoming Neighborhood Meetings

Neighborhood Meeting on 2 Proposals: Moving the Conklin House Allowing Additional Sports Programming at James Madison Park
Wednesday, January 30, 2008 at 6:30 p.m.
Gates of Heaven, 301 E. Gorham Street
[Notice \(PDF\)](#)
[08666](#) 101-109 North Franklin Street - PUD (GDP) for the relocation of the Conklin House. 2nd Ald. Dist.

Neighborhood Meeting Madison Public Market Update
Monday, February 4, 2008 at 7:00 p.m.
St. Patrick's Parish Hall, 404 E. Main Street
[Notice \(PDF\)](#)

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Header: Initiatives

- This is section can be edited by the alder.
- Place **"PENDING & ADOPTED LEGISLATION"** under this header.
- Do not need to distinguish whether the alder is a sponsor of the legislation or the alder only supports the legislation.
- District projects – If a project is department specific (e.g. Engineering or Traffic Engineering) the alder should request that the project be listed on the department's website and then the alder links to that site.

District 15: Common Council: City of Madison, Wisconsin - Windows Internet Explorer

http://www.cityofmadison.com/council/district15/initiatives.cfm

File Edit View Favorites Tools Help

Links Customize Links Free Hotmail Windows Windows Marketplace Windows Media

District 15: Common Council: City of Madiso...

Contact Alder Palm

- [Alder Palm](#)
- [Contact Council](#)

Home Address:
2502 Dahle St
Madison, WI 53704
Phone: 608-692-8416
district15@cityofmadison.com

Common Council Office:
210 Martin Luther King, Jr. Blvd, Room 417
Madison, WI 53703
Phone: (608) 266-4071
Fax: (608) 267-8669
TTY/Textnet:
(866) 704-2340

Find an Alder

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Alder by Name

Alder by District

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DISTRICT 15
Council Member, Larry Palm

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INITIATIVES

Starkweather Creek Donation - 3614 Milwaukee Street

- [Starkweather Creek Open Space Project on Milwaukee Street](#) (PDF)

Hauk Street/N. Marquette Street Project

- [Hauk Street/N. Marquette Street Proposed Project Update 11/11/07](#) (PDF)

Royster-Clark/Wisconsin & Southern Correspondence and Other Information

2007 Information

Members of the Royster-Clark Neighborhood Planning Team
City of Madison Alder Larry Palm, District 15
Dane County Supervisor Tom Stoebig, District 17
Eastmorland Community Association (appointed):

- Kris Whitman
- Kathy Soukup (alternate)

Lake Edge Neighborhood (appointed):

- Jacky Da Walt,
- BJ Obermeyer (alternate)

At Large:

- Sheila Guilfoyle (Chair/Eastmorland)
- John Martens (Lake Edge)

Business Representatives

- Jim Mohrbacher (Madison Gas & Electric)
- Ken Bowers (Bowers Chiropractic)

Royster-Clark Plan: [Website](#)

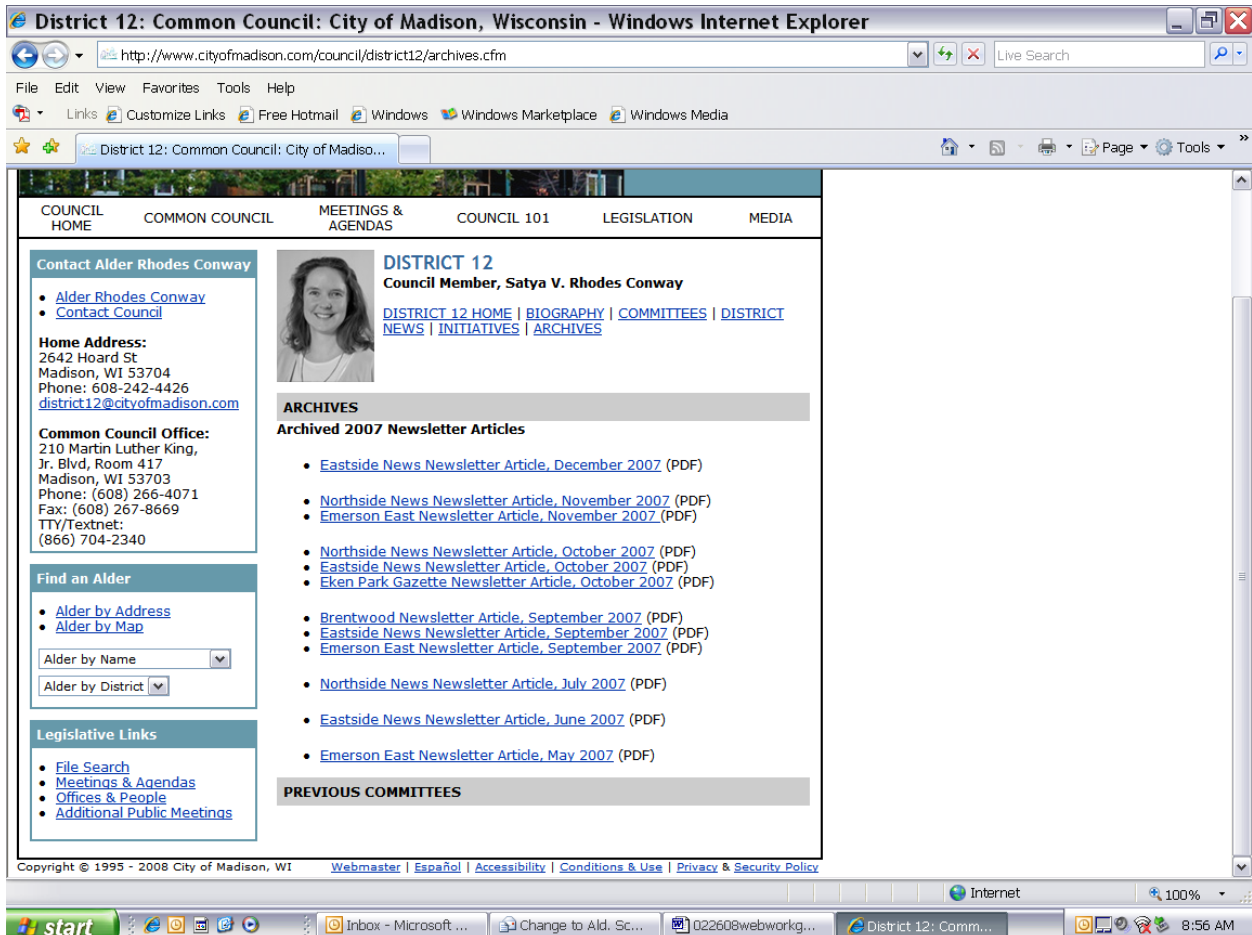
- [Update Letter to Eastmorland & Lake Edge Residents dated 2/08](#) (PDF)
- [Royster-Clark Update, August 2007](#) (PDF)
- Railroad track chart showing the lay-out of the railroad corridor and Royster Clark's property from many many years ago. Go to: [Map](#) (PDF)
- [Royster Clark site environmental assessment - notes from Sup. Tom Stoebig](#) (PDF)
- [Notes from February 5, 2007, Royster Site Neighborhood Steering](#)

Done Internet 100%

start Outlook Today - ... Change to Ald. Sc... 022608webworkg... District 15: Comm... 8:36 AM

Header: Archives

- No need to place a place the “Archives” button on the bottom of every alder web page, it is listed as a header and appears on every page.
- Cannot edit “Previous Committees” because it is linked to the Legistar database
- Suggest a time limit for items on each of the pages but no firm timeline.



The color of the webpages will be changed to **City Blue: 3369**

Sarah Edgerton made three points relative to any city webpage:

1. Whenever the alder (or agency) should create a link to information versus creating the information link on their webpage.
2. Link PDF's not Word documents, Excel documents, etc.
3. Webpages need to maintain consistency in terms of layout and design

Next Meeting

The work group will meet one more time, possibly in May, to review any issues or problems with the policies.

The meeting adjourned at 3:17 p.m.

Respectfully submitted by,

Lisa Veldran
Administrative Assistant
Madison Common Council