



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved PRESIDENT'S WORK GROUP TO REVIEW COUNCIL COMMUNICATION TOOLS & PROCESSES

Monday, August 12, 2019

12:00 PM

Room 153, Madison Municipal Building
215 Martin Luther King, Jr. Boulevard

CALL TO ORDER / ROLL CALL

Present: 4 - Grant Foster; Lindsay Lemmer; Donna V. Moreland and Keith Furman

Excused: 1 - Barbara Harrington-McKinney

Others Present: Eric Olson, City IT Department

Ald. Grant Foster, chair, called the meeting to order at 12:11 p.m.

PUBLIC COMMENT

There was no public comment.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals from the members present.

ELECTION OF VICE-CHAIR

Ald. Donna Moreland nominated Ald. Lindsay Lemmer as Vice-Chair of the President's Work Group to Review Council Communication Tools & Processes, seconded by Ald. Keith Furman. There were no other nominations. Ald. Lindsay Lemmer was confirmed as Vice-Chair of the work group.

Ald. Barbara Harrington-McKinney arrived at 12:35 p.m.

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

DISCUSSION ITEMS

[56987](#)

Discussion: Review of Resolution / Mission of the President's Work Group to Review Council Communications Tools & Processes

Attachments: [56505 Resolution Adopted 7/16/19.pdf](#)

Ald. Grant Foster asked the members if they could take up Leg. File No. 56987 Leg. File No. 56994 at the same time. There was no objection from the members present.

The resolution identified that the work group review will include the following along with other communication tools and processes as identified by the work group:

- Alder Blog & email subscriptions
- Alder Home Page
- How Alders share content via social media
- Use of calendars for meetings and events
- Templated/prepared content
- Sharing of updates generated by city agencies

[56994](#)

Discussion: Topics for Work Group Review

Attachments: [6/25/19 Alder Communication Tools, Technologies, Processes Survey Result](#)

Ald. Keith Furman moved to suspend the rules to allow discussion, seconded by Ald. Donna Moreland. Motion was approved by voice vote.

Communication Tools Identified:

Twitter

- Common Council Office Twitter Account created by the City
- Individual Alder personal Twitter Accounts

Website

- Content on Council homepage
- Content on Individual Alder webpages - blogging tool, email subscription functionality (see survey results)

Facebook

- Individual Alders personal Facebook Accounts
- No Common Council Office Facebook Account

Identified Issues:

- A. Identify Stakeholders: Information Technology Department, City Attorney's Office, Public Information Officer (Katie Crawley)
- B. Communication Tools / Social Media Channels
- C. Communication Plan / Strategy - Content, Develop Best Practices
- D. Legal Issues related to Communication Tools/Processes - Open Records, Public Records, Legal Issues (copyright, etc.)

Other identified Issues:

- Organize the work group meetings/topics (Ald. Furman)
- Create an easy process for relevant and timely content that can be shared to specific districts or all alders (curated/prepared/automated content)
- Create an easy system for communications from alders - what is the right content/tool and amount of alder time commitment to create that content
- Assign a department "mentor" to alders so they are kept abreast of district-specific projects, issues, etc.
- Email from staff and departments - multiple emails example: "Fueling Site Down" - cut down on the number of emails

- Emails from the online contact form note if it is all alders or district - possibly put it at the top of the email vs. at the end so you don't have to scroll
- City newsletter sign up on alder webpages - so residents can sign up for newsletters they want to receive vs. alder re-sending same information (layout of elements on webpage?)
- Identify other communication platforms, example Nextdoor.com
- Use survey/focus group to determine what channels resident are using (Metrics)
- Calendaring - example Madison Public Library's calendar can be copied to an alder calendar, but is not set up with Weekly City Meeting Schedule (Clerk's Office/Legistar)
- One link for multiple events sent by departments (e.g. Parks Division weekly email of events, not listed on one page where you could use one link)
- Ways to automate content on multiple platforms

[56988](#)

Discussion: Using the City's Racial Equity & Social Justice Impact Tool

Ald. Grant Foster noted that he met with Linette Rhodes from the RESJI Impact Team and Jason Glozier, Disability Rights & Services Specialist to discuss the role of the RESJI impact tool in the work of the work group. Once the work group knows when it is going (after 3-5 meetings) the RESJI team will be invited to assist in using the RESJI impact tool. Ald. Lindsay Lemmer reminded members that content needed to be accessible to the visually impaired, that not everyone has an internet connection and the need to be aware of language access.

NEXT STEPS & FUTURE MEETINGS

Identified the need for a meeting location with a whiteboard.
Lisa Veldran to research other city council websites and send links to members
Potential schedule: 2nd and 4th Thursdays at noon
Expectations: What can be produced by the November 5 CCEC meeting (update on progress)

ADJOURNMENT

A motion was made by Ald. Barbara Harrington-McKinney, seconded by Ald. Donna Moreland, to adjourn. The motion passed by voice vote/other. The meeting adjourned at 1:25 p.m.