



# 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, June 18, 2020

12:00 PM

Via Virtual Meeting

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### CALL TO ORDER / ROLL CALL

**Present:** 5 - Grant Foster; Max Prestigiacomio; Arvina Martin; Donna V. Moreland and Patrick W. Heck

**Others present:** IT Director Sarah Edgerton

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

**Ald. Foster welcomed Ald. Max Prestigiacomio to the work group. He replaced Ald. Barbara Harrington-McKinney who resigned.**

### 61003

#### **PUBLIC COMMENT**

For 6/18/20 Meeting of the President's Work Group on Council Communication Tools & Processes

**There was no public comment.**

### DISCLOSURES AND RECUSALS

**There were no disclosures or recusals from the members present.**

### DISCUSSION / POSSIBLE ACTION ITEMS

### 60793

Review progress, charge and work plan of President's Work Group on Council Communication Tools & Processes

**Attachments:** [56505 Establishing Work Group.pdf](#)  
[57510 Extension 3/31/20.pdf](#)  
[60615 Extension 9/30/20.pdf](#)  
[1/23/20 Work Group Goals.pdf](#)  
[6/18/20 Alder Foster Meeting Notes.pdf](#)

**Work group members reviewed where they left off and discussed items to move forward on.**

#### **ACCOMPLISHED**

**Update blogging tool (planned for 4th Q)**

**- Dependent upon IT staff availability to switch alder to Drupal platform**

**Incoming email adjustment**

- Information from the online form now lists "Recipient" first in the body of the email:

**Example:**

**Recipient: All Alders**

**Name: Marge Bils**

**Address: 1101 Woodland Way , Madison , Wi 53711**

**Email: chuckmargebils@msn.com**

**Provided feedback on Communications Coordinator position (Legislative File No. 60499)**

**IN PROGRESS**

**Recommendations on Council Social Media Policy**

**Alder Social Media Accounts (city-owned/optional)**

- Training

**Discuss results from survey on Common Council Communications**

**Discuss Draft Weekly Update Template designed by Karen Kapusta-Pofahl and Debbie Fields**

**OTHER PRIORITIES**

**Calendar**

- Weekly meeting schedule

- Use of calendaring for alders

- For public

- Outlook/Google/Other Integration for alders

- Possible recommendation that committee staff send Outlook meeting invite to all alders, not just to committee members

**Legistar/Legislative Management Systems**

- Legislative information processes

- Recommendations on improving transparency

- Hybrid/Virtual Meetings - Sarah Edgerton noted that this is an issue with staff capacity (IT Media Team)

- RFP pushed to 2022 - Sarah Edgerton noted that there is a redesign of Legislative Information Center

**Outreach**

- How alders disseminate information

- How alders gather opinions from their residents

**Polco**

- Use of polling software - Polco

- Sarah Edgerton noted equity issues with this product

**Nextdoor**

- Use of Nextdoor

- Sarah Edgerton noted equity issues with this product

Crossover with TFOGS recommendation for Resident Engagement

Communication work following final report

Report writing including recommendation for moving work forward

**NEW PRIORITIES / ISSUES TO ADDRESS (Recommendations)**

How to address the number of emails received by the  
allalder@cityofmadison.com email account / public comments

Equity for virtual meetings as discussed at CCEC and TFOGS

Registration for public meetings

- Sorting for alders
- Provide input to Council staff who can work with IT staff

Use of digital ads by alders (in addition/in place of postcards)

Use of alder budget for outreach (e.g. digital ads)

[60798](#)

Discuss future meeting schedule for President's Work Group on Council  
Communication Tools & Processes

**Potential Meeting Dates / Topics**

**Thursday, July 9**

Communication Survey Results & Alder Weekly Update Template

**Thursday, July 16**

Social Media Accounts & Council Social Media Policy (S. Edgerton:  
<https://www.agorapulse.com/> - manages social media accounts)

**Thursday, July 23**

All Alder Email Account & Public Comment

**Thursday, August 13**

Alder Calendars / Calendaring

**Thursday, August 20**

Finish Discussion on Initiatives / Draft Report

**Thursday, August 27**

Finish Discussion on Initiatives / Draft Report

**Thursday, September 3**

Finish Discussion on Initiatives / Draft Report

**Thursday, September 10**

Draft Final Report

**Thursday, September 17**

Finalize Draft Final Report

#### **FUTURE AGENDA ITEMS / ACTION ITEMS**

**July 9**

**Review survey results**

**Review alder weekly meeting template**

**Invite: Council staff, Jason Glozier (DCR), Allison Dungan (Public Health)**

**July 16**

**Review council social media policy - feedback from City Attorney's office that was received at 2/13/20 meeting**

**Review alder social media accounts - define what are the accounts, how to be used, comments, etc. (tie into social media policy)**

**Possible Invites: CA Michael Haas, ACA Doran Viste, Eric Olson (IT)**

**July 23**

**Calendaring**

**Invite: Council staff, Eric Olson**

#### **ADJOURNMENT**

**The meeting ended at 1:20 p.m.**