



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

Thursday, February 13, 2020

12:15 PM

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

CALL TO ORDER / ROLL CALL

Present: 3 - Grant Foster; Lindsay Lemmer and Patrick W. Heck

Excused: 2 - Barbara Harrington-McKinney and Donna V. Moreland

Others Present: Eric Olson, IT Department, Assistant City Attorney Roger Allen, Council Chief of Staff Kwasi Obeng, Deputy Mayor Katie Crawley, Jason Glozer, Department of Civil Rights and PIO's Hannah Mohelnitzky (Engineering), Amy Barrilleaux (Water Utility) and Cynthia Schuster (Madison Fire Department)

Ald. Grant Foster, chair, called the meeting to order at 12:18 p.m.

APPROVAL OF MINUTES

A motion was made by Ald. Lindsay Lemmer, seconded by Ald. Patrick Heck, to approve the minutes from the January 23, 2020 President's Work Group to Review Council Communication Tools & Processes meeting. The motion passed by voice vote/other.

PUBLIC COMMENT

There was no public comment.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals from the members present.

Ald. Donna Moreland arrived at 12:32 p.m.

Present: 4 - Grant Foster; Lindsay Lemmer; Donna V. Moreland and Patrick W. Heck

Excused: 1 - Barbara Harrington-McKinney

DISCUSSION ITEMS / POSSIBLE ACTION ITEMS

59491 Feedback / Approval of Final Survey Questions & Discuss Survey Timeline

Attachments: [2/4/20 Email with Proposed Questions.pdf](#)
[2/13/20 DRAFT Communications Survey.pdf](#)
[Imagine Madison Engagement Summary 2018 Comp Plan.pdf](#)

Discussion was centered around timeline and sharing links to survey.

Lisa Veldran noted that she would incorporate Eric Olson's edits (sent in an email) and send the draft survey to Ald. Lindsay Lemmer for review.

Tentative Timeline:

February 18 Final Draft edited by Ald. Lemmer sent to Lisa Veldran
February 19 Link to survey live
March 8 Survey closes, results uploaded on March 9
March 12 Discuss results at work group meeting

Sharing Opportunities

Ask alders to blog
Press Release
Send out on Council Twitter account
Ask PIO's to share on their social media channels
Send to neighborhood associations (Jule Stroick)
NRT's (?)

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](#)

Assistant City Attorney Roger Allen and Eric Olson from the City's IT Department were present for discussion on this item.

Assistant City Attorney Allen made the following points about the use of social media and elected officials:

1. Open Meetings Law - Awareness of violating open meetings law with potential quorums / negative quorums of the Council participating in discussions
2. Public Records Law -availability / retention of records for 7 years - is the web based service able to archive information for 7 years

3. First Amendment - comments - turned on or off - will present challenges in protecting a person's First Amendment rights when commenting on an elected official's social media channel.

Ald. Foster recommended that the work group start with the City's Social Media Policies. Eric Olson noted that the city's social media policy is a work in progress. He suggested starting with the city's standards for various social media platforms (e.g. Twitter, Facebook).

Ald. Foster requested that Mr. Olson provide city social media standards that are currently available and the work group would continue to review social media policies for the Council.

58705 Discussion Item: Development of Weekly Summary Content for Alders to Share

A motion was made by Ald. Lindsay Lemmer, seconded by Ald. Donna Moreland, to re-refer to the PRESIDENT'S WORK GROUP TO REVIEW COUNCIL COMMUNICATION TOOLS & PROCESSES and should be returned by 2/27/2020. The motion passed by voice vote/other.

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](#)

A motion was made by Ald. Lindsay Lemmer, seconded by Ald. Donna Moreland, to re-refer to the PRESIDENT'S WORK GROUP TO REVIEW COUNCIL COMMUNICATION TOOLS & PROCESSES and should be returned by 2/27/2020. The motion passed by voice vote/other.

ACTION ITEMS / NEXT STEPS / FUTURE AGENDA ITEMS

Ald. Foster requested that the meeting scheduled for March 12 be rescheduled to March 19 due to the grand opening for Pinney Library.

Ald. Foster also indicated that at the next meeting the work group members should discuss extending the timeline for the work group's final report date.

ADJOURNMENT

A motion was made by Ald. Donna Moreland, seconded by Ald. Lindsay Lemmer, to adjourn. The motion passed by voice vote/other. The meeting adjourned at 2:04 p.m.

UPCOMING MEETINGS

February 27, 2020 @ 12:15 p.m., Room 206, Madison Municipal Building

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

