



City of Madison
Minutes - Approved
Task Force on Structure of City Government
Communications Subcommittee

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

Friday, April 5, 2019

10:00 a.m.

City-County Building, Room GR-27
210 Martin Luther King, Jr. Blvd.

**NOTE: POSSIBLE QUORUM OF THE COMMON COUNCIL
EXISTS 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 at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnub ua hauj lwm ua ntej yuav tuaj sib tham.

Office of the City Attorney (608) 266-4511

[50732](#) Documents related to the Task Force on the Structure of City Government

1. CALL TO ORDER / ROLL CALL

Meeting called to order at 10:00 a.m.

Present: Kemble, Northrop, Carter

Also Present: Karl Van Lith; Karen Kapusta-Pofahl; Justice Castañeda; Eric Upchurch (by phone); Toriana Pettaway; and John Strange

2. APPROVAL OF MINUTES

Minutes from the March 20, 2019 Subcommittee meeting approved on voice vote.

3. PUBLIC COMMENT

There was no public comment at this meeting.

4. DISCLOSURES AND RECUSALS

There were no disclosures or recusals from the members present.

5. DISCUSSION OF STRATEGIES TO OBTAIN RESIDENT INPUT ON SUBCOMMITTEE REPORTS AND ISSUES RAISED BY THE TFOGS AUTHORIZING RESOLUTION. STRATEGIES INCLUDE:

- a. Message to residents
- b. Method of Contacting Residents
- c. Forums for Obtaining Resident Input
- d. Proposed Engagement Plan to the Full Task Force

Maggie Northrop discussed the draft communications plan, including a message to residents and potential strategies for public outreach and engagement. The Subcommittee discussed various options and appeared to settle on a two-pronged approach. First, the Subcommittee would create a short resident survey that could be completed online or by telephone survey. Then, the Subcommittee would create educational materials and, perhaps, a short video to accompany the survey. Finally, the Subcommittee would reach out to community organizations and work with them to help disseminate the survey to residents. Key questions to be finalized include: 1. What questions to ask in the short survey; 2. What information to include in the educational materials; 3. How to deliver the survey; and 4. To whom does the survey get delivered. As to question 4, the Subcommittee noted the extensive list of community organizations previously provided by Toriana Pettaway. The Subcommittee also mentioned the importance of working with the Madison Metropolitan School District (MMSD). After completing the survey, the Subcommittee discussed following up with an open house (or series of open houses) similar to how the City conducted the Oscar Mayer open house.

6. UPDATE ON STAFF SURVEY

Karl Van Lith presented a brief update of the staff survey, including that the survey was sent to the BCC staff list and all department heads and reached around 200 staff members. 54 staff members had responded thus far. The Subcommittee discussed whether the survey should be sent to larger sample of employees. It also requested that staff send reminder emails to employees. The survey is set to close on April 12, 2019.

7. DISCUSSION OF COMMUNICATIONS SUBCOMMITTEE UPDATE TO FULL TASK FORCE ON APRIL 9, 2019

Maggie Northrop will provide an update of the Subcommittee's work on public outreach at the April 9, 2019 meeting of the full Task Force.

8. FUTURE MEETINGS AND AGENDA ITEMS

No additional meetings scheduled at this time.

9. ADJOURNMENT

The meeting adjourned at 11:09 a.m.