



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved COMMON COUNCIL EXECUTIVE COMMITTEE

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Tuesday, October 3, 2017

4:30 PM

210 Martin Luther King, Jr. Blvd.  
Room 108 (City-County Building)

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### CALL TO ORDER / ROLL CALL

**Present:** 6 - Marsha A. Rummel; Samba Baldeh; Denise DeMarb; Rebecca Kemble;  
Sheri Carter and Michael E. Verveer  
**Excused:** 2 - Shiva Bidar-Sielaff and Matthew J. Phair

**Others Present:** Janel Heinrich, Mark Edgar, Capt. James Wheeler, City Attorney Michael May, Sara Edgerton, Natalie Erdman, Heather Allen, Ald. Mark Clear, Susan Gafner, Ald. David Ahrens, Anne Monks, Ald. Paul Skidmore, Katie Crawley, Matt Mikolajewski, Ald. Ledell Zellers, Nick Mastronardi and Brenda Konkel

### APPROVAL OF MINUTES

A motion was made by Ald. Mike Verveer, seconded by Ald. Sheri Carter, to approve the minutes of the September 19, 2017 Common Council Executive Committee 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.

### ITEM REFERRED FROM COMMON COUNCIL

[48807](#)

Amending various sections of the Madison General Ordinances to correct inconsistencies and improper references in the Madison General Ordinances, constituting the 2017 City Attorney Revisor's Ordinance.

**Sponsors:** CITY ATTORNEY

A motion was made by Ald. Denise DeMarb, seconded by Ald. Mike Verveer, to **RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER**. The motion passed by voice vote/other.

Ald. Marsha Rummel noted that Ald. Shiva Bidar-Sielaff requested that the update from Public Health be tabled until she arrived. There was no objection from the members present. The item was tabled.

**Ald. Matt Phair arrived at 4:45 p.m.**

**Present:** 7 - Marsha A. Rummel; Samba Baldeh; Denise DeMarb; Rebecca Kemble;  
Matthew J. Phair; Sheri Carter and Michael E. Verveer

**Excused:** 1 - Shiva Bidar-Sielaff

## DISCUSSION / ACTION ITEMS

[48797](#)

Discussion: Draft POLCO Usage Policy and Roll Out - Lisa Veldran (Council Office) and Sarah Edgerton (Information Technology)

**Attachments:** [10/3/17 DRAFT POLCO Usage Policy.pdf](#)  
[10/3/17 POLCO Content Types.pdf](#)  
[10/3/17 POLCO Results Sample.pdf](#)

Sarah Edgerton, City IT, Lisa Veldran, Council Office, and Nick Mastronardi, POLCO owner, were present for discussion on this item.

Sarah Edgerton provided a short synopsis of POLCO and its capabilities. POLCO will be available to alders and all agencies to use. She reviewed the POLCO Content Types available: pulse questions, open discussion, yes/no polling, multiple choice and allocation (see attachment). Mr. Mastronardi noted that the petition option was specifically for a municipality in Texas.

Ms. Edgerton indicated that the draft POLCO Usage Policy would be an internal IT policy and not an APM (see attachment).

Ald. Denise DeMarb had concerns about security of people's data. Mr. Mastronardi noted that POLCO is committed to protecting an individual's data by keeping it private and secure. Ms. Edgerton noted that people can choose not to participate.

Lisa Veldran noted that her concerns on how results are communicated to the public were addressed in the draft usage policy.

Ms. Edgerton will roll POLCO out to agencies at a future Department/Division Head meeting.

Alds. DeMarb, Clear, Baldeh and Rummel volunteered to test POLCO. Ms. Edgerton and Ms. Veldran will work on scheduling a training session in the next few weeks.

**Ald. Shiva Bidar-Sielaff arrived at 5:00 p.m.**

**Present:** 8 - Marsha A. Rummel; Samba Baldeh; Shiva Bidar-Sielaff; Denise DeMarb; Rebecca Kemble; Matthew J. Phair; Sheri Carter and Michael E. Verveer

UPDATE

[49072](#)

Update: Public Health Madison-Dane County's role in violence prevention - Janel Heinrich, Director

**Attachments:** [PHMDC Overview and Violence Prevention Approach.pdf](#)  
[Public Health Violence Injury Prevention.pdf](#)

Ald. Shiva Bidar-Sielaff arrived. This agenda item was taken off the table at that time.

Janel Heinrich, Public Health Madison and Dane County Director and Mark Edgar, Policy, Planning and Evaluation Director, were present for discussion on this item. Ms. Heinrich reviewed the current organization of the Public Health Department and their services (see attachment) and their approach to violence and injury prevention and the timeline to create and facilitate a violence prevention coalition that is informed by community voices, data and best practices (see attachment). She noted that Public Health preferred the Cardiff model of violence prevention.

Committee members expressed concerns with outreach to partners, groups and organizations, how the community was to be engaged, public health department's capacity to undertake an ambitious timeline process, and the need for dedicated positions (e.g. technical) to do the work.

Ald. Bidar-Sielaff stated that IN her conversations with Ms. Heinrich, public health would act as the covenantor of the various groups and ensure the availability of appropriate data. (Ald. Baldeh left at 5:30 pm)

Ald. Sheri Carter requested their list of the organizations/groups that they would partner with on this initiative and provide the Council with an update in March 2018.

Ald. Mike Verveer noted that the request for dedicated positions should be discussed at the upcoming joint meeting of the Finance Committee and Dane County's Personnel & Finance Committee.

Ald. Samba Baldeh left at 5:30 p.m.

**Present:** 7 - Marsha A. Rummel; Shiva Bidar-Sielaff; Denise DeMarb; Rebecca Kemble; Matthew J. Phair; Sheri Carter and Michael E. Verveer

**Excused:** 1 - Samba Baldeh

Ald. Marsha Rummel expressed the shortness of time and asked if the discussion on the Chief of Staff Interview Process should be re-referred to the next CCEC meeting.

Ald. Matt Phair moved, seconded by Ald. Denise Demarb to refer No. 10, Legislative File No. 49074 to the October 17, 2017 CCEC meeting. Motion passed on voice vote.

**DISCUSSION / ACTION ITEMS (cont.)**

**48625**

Discuss follow-up items from President's Work Group on Police & Community Relations and possible action: Policy governing the purchase & use of all surveillance equipment employed by all City agencies including MPD.

**Attachments:** [President's Work Group Final Report on Police Community Relations.pdf](#)  
[48625 v 1.pdf](#)

**Ald. Marsha Rummel noted that one of the President's Work Group on Police & Community Relations recommendations was to look at developing a policy governing the purchase & use of all surveillance equipment employed by all City agencies including MPD.**

**Ald. Rebecca Kemble was interested in moving this process forward and serving on the work group. Ald. Phair asked if this work would be duplicative of the work OIR was doing with body cameras. Ald. Rummel said that surveillance review would encompass more than body cameras.**

**Heather Allen noted that there is a standing APM that agencies need to have their own policies so there are different policies across the city. There are guidelines in the APM. Ald. Bidar-Sielaff thought alders that serve on committees where surveillance cameras are used may be interested in serving on the work group.**

**A motion was made by Ald. Denise DeMarb, seconded by Ald. Sheri Carter, to create a President's Work Group and a resolution describing the scope of the work be drafted by Ald. Kemble and Heather Allen for discussion at a future CCEC meeting. The motion passed by voice vote/other.**

**Ald. Rummel will reach out to alders to see if anyone would be interested in serving on the work group.**

**49067**

**Discussion: Creation of Jobs TIF Subcommittee - Council President Rummel**

**Ald. Marsha Rummel noted that she was interested in reviewing the city's Job TIF. She requested Heather Allen to research what she can find policies that incentivize the creation of jobs and report her findings at future CCEC meeting.**

**Ald. DeMarb noted that the Economic Development Committee would be looking at Job TIF as a future agenda item. Ald. Bidar-Sielaff noted that the Council has had an ad hoc committee of alders that reviewed TIF policy and this could also be an avenue of review.**

## UPDATE

[48707](#)

Update on Chief of Staff Hiring Process (10/3/17) - Council President Marsha Rummel

**Attachments:** [10/3/17 Chief of Staff Hiring Timeline.pdf](#)

Lisa Veldran noted that November 3, 2017 would be the final interview date from 8 am - 4 pm at Monona Terrace (Hall of Ideas). She noted that this would be longer process to interview the final candidates than the first interview panel.

A motion was made by Ald. Mike Verveer, seconded by Ald. Matt Phair, to Reconsider Agenda Item No. 10 and Convene into Closed Session to discuss Council Chief of Staff Interview Process. The motion passed by the following vote:

**Ayes:** 7 - Marsha A. Rummel; Shiva Bidar-Sielaff; Denise DeMarb; Rebecca Kemble; Matthew J. Phair; Sheri Carter and Michael E. Verveer

**Excused:** 1 - Samba Baldeh

## CLOSED SESSION ITEM

[49074](#)

Discussion: Council Chief of Staff Final Interview Process - Council President Marsha Rummel & Council Vice-President Samba Baldeh

The CCEC went into closed session at 6:10 p.m.

A motion was made by Verveer, seconded by Phair, to come out of close session and reconvene. The motion passed by the following vote:

**Ayes:** 7 - Shiva Bidar-Sielaff; Denise DeMarb; Rebecca Kemble; Matthew J. Phair; Sheri Carter; Michael E. Verveer and Marsha A. Rummel

**Excused:** 1 - Samba Baldeh

## FUTURE AGENDA ITEMS

The committee reconvened at 6:20 p.m.

There were no future agenda items discussed.

## ADJOURNMENT

A motion was made by Ald. Rebecca Kemble, seconded by Ald. Sheri Carter, to adjourn. The motion passed by voice vote/other. The meeting was adjourned at 6:21 p.m.