



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

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

Tuesday, February 26, 2018

11:00 a.m.

Madison Municipal Building – Room 151  
215 Martin Luther King, Jr. Blvd.

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**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 11:02 a.m.

Present: Kemble, Northrop

Absent: Carter

Also Present: Brenda Konkell, John Rothschild, City Attorney Michael May, Assistant City Attorney John Strange

**2. APPROVAL OF MINUTES**

Motion by Kemble, second by Northrop to approve minutes of June 15, 2018 meeting. Motion approved on a voice vote.

**3. PUBLIC COMMENT**

There was no public comment at this meeting.

Motion by Kemble, second by Northrop, to suspend Robert's Rules to stand informally and allow for public discussion and engagement on any agenda item.

**4. DISCLOSURES AND RECUSALS**

There were no disclosures or recusals from the members present.

**5. DISCUSSION OF STRATEGIES TO ENGAGE COMMUNITY IN DISCUSSION OF TFOGS DRAFT RECOMMENDATIONS**

The Subcommittee discussed strategies to engage residents regarding the Task Force's proposed recommendations to the Common Council. The Subcommittee noted that the Task Force had not yet formed its recommendations but that this Subcommittee should begin identifying strategies for engaging the public. To do this, the Subcommittee should decide what message it wants to send and identified individuals and organizations who can help get the word out. Maggie Northrop volunteered to draft a message for consideration at the next Subcommittee meeting. The Subcommittee instructed staff to check with David Trowbridge in City Planning to determine how they engage with people on the Bus Rapid Transit Survey. Additionally, the Subcommittee noted the success of the Oscar Meyer reception and asked staff to gather information pertaining to how that engagement happened.

**6. DISCUSSION OF WHETHER TO HIRE AN OUTSIDE CONSULTANT TO CONDUCT PUBLIC OUTREACH**

The Subcommittee discussed whether to hire a consultant while discussing Item 5 and, in particular, whether doing so would be helpful.

**7. ADJOURNMENT**

Motion by Kemble, second by Northrop, to adjourn. Motion passed on voice vote. Meeting adjourned at 11:56 a.m.