



## City of Madison

### Minutes - Draft

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

## Task Force on Structure of City Government Communications Subcommittee

Tuesday, May 14, 2019

12:00 p.m.

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

### **NOTE: POSSIBLE QUORUM OF THE COMMON COUNCIL OR TASK FORCE ON GOVERNMENT STRUCTURE 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 pab 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 12:01 p.m.

Present: Maggie Northrop and Rebecca Kemble

Absent: Syed Abbas (excused)

Also Present: Eric Upchurch, Eileen Harrington and John Rothschild

#### **2. APPROVAL OF MINUTES**

Motion by Kemble, second by Northrop to approve minutes of the April 5, 2019 meeting. Motion passed 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 public outreach strategy. The Subcommittee discussed the plan and decided on key components of the public outreach plan.

- 1. Identify community liaisons.
- 2. Distribute the Subcommittee Reports to the Liaisons and ask for feedback on the reports and what, if anything, the subcommittees should consider further and what issues/questions the subcommittee should include in a brief survey to the public.
- 3. Create a brief informational video so that individuals receiving the survey can be educated on the TFOGS and issues being considered.
- 4. Create a brief survey for city residents.
- 5. Distribute the survey through the liaisons and through a public marketing campaign. The liaisons will focus on obtaining survey responses from traditionally underrepresented neighborhoods. The marketing campaign will focus on distributing the survey citywide.
- 6. Hold an open house or series of open houses to facilitate further discussion of the survey and issues facing the TFOGS.
- 7. Compile survey data and other information and present it to TFOGS for discussion.

Additionally, the Subcommittee discussed how to incentivize the liaisons and settled on paying each liaison \$500 plus \$10 for each survey completed, \$5 of which should go to the liaison and \$5 of which should go to the resident respondent. For budgetary purposes, the Subcommittee recommended capping the total number of surveys received at 1200.

The Subcommittee noted that Eric Upchurch would begin the process of identifying community groups to contact about being liaisons. Rebecca Kemble will contact City IT regarding the creation of an informational video and Maggie Northrop will update the public outreach work plan and update the full Task Force on May 15.

**6. UPDATE ON STAFF SURVEY**

Staff will update the full task force on the status of the staff survey on May 15.

**7. FUTURE MEETINGS AND AGENDA ITEMS**

The Subcommittee will meet again on May 28, 2019 with the hope of discussing the public outreach process with community liaisons.

**8. ADJOURNMENT**

Motion by Kemble, second by Northrop to adjourn. The meeting adjourned at 1:45 p.m.