



City of Madison

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

Meeting Minutes - Approved COMMON COUNCIL ORGANIZATIONAL COMMITTEE

Tuesday, September 1, 2015

4:30 PM

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

CALL TO ORDER / ROLL CALL

Present: 6 - Denise DeMarb; Maurice S. Cheeks; Shiva Bidar-Sielaff; Ledell Zellers;
Matthew J. Phair and Chris Schmidt

Absent: 1 - Rebecca Kemble

Excused: 1 - Mark Clear

Others Present: Heather Allen, Brad Wirtz, Susan Gafner, Jeanne Hoffman,
Mayor Paul Soglin and Gloria Reyes

APPROVAL OF MINUTES

A motion was made by Ald. Ledell Zellers, seconded by Ald. Maurice Cheeks, to approve the minutes from the August 4, 2015 Common Council Organizational 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 committee members present.

Ald. Rebecca Kemble arrived at 4:31 pm.

Present: 7 - Denise DeMarb; Maurice S. Cheeks; Shiva Bidar-Sielaff; Ledell Zellers;
Rebecca Kemble; Matthew J. Phair and Chris Schmidt

Excused: 1 - Mark Clear

There was a request from Jeanne Hoffman to move her presentation up on the agenda. Motion by Ald. Ledell Zellers, seconded by Ald. Maurice Cheeks to take the MMB Update out of order was approved on voice vote.

REPORTS/UPDATES/DISCUSSION ITEMS

[39980](#)

Informational Report: Madison Municipal Building Rehabilitation/Redesign Project - Jeanne Hoffman, Facilities and Sustainability Manager, Engineering Division

Attachments: [9/1/15 CCOC-MMBPresentation.pdf](#)

Jeanne Hoffman provided an update on the Madison Municipal Building remodeling/rehab project.

Ald. Mark Clear arrived at 5:08 p.m.

Present: 8 - Denise DeMarb; Maurice S. Cheeks; Shiva Bidar-Sielaff; Ledell Zellers; Rebecca Kemble; Matthew J. Phair; Mark Clear and Chris Schmidt

[39492](#)

Conference Report: 2015 WI ASLA Spring Conference / Growing Health Communities - Value Added Environments (Milwaukee WI) - Ald. Paul Skidmore, District 9

Attachments: [WI ASLA Spring Conference 2015 D 9.pdf](#)

Ald. Paul Skidmore provided a report on his attendance at the Wisconsin Chapter American Society of Landscape Architects (WI ASLA) annual conference "Growing Healthy Communities - Value Added Environments". He noted that there were many innovative projects with UW-Milwaukee (urban green structures, water filtration systems) and that he learned more on urban soils (involving redevelopment soil from projects). He noted the potential use of greenways providing an opportunity for passive recreation. He plans on sharing information from the conference to appropriate committees over the next few months.

He is looking forward to attending the larger ASLA conference in Chicago IL in November 2015.

[39768](#)

Report: 10th Annual Young Elected Officials Network National Convening - July 23-26, 2015 (Washington DC) - Ald. Maurice Cheeks, Council Pro Tem

Attachments: [YEO Network Website](#)
[YEO Convening Network 2015 Program Book](#)

Ald. Maurice Cheeks provided a report on his attendance at the the Young Elected Officials Convening in Washington DC. He noted that there are 1,000+ members and that Wisconsin had the 4th highest representation with approximately 45 people participating.

Issues discussed: Defending Workers and Families, Ensuring a Sustainable Future, Building a Healthy and Inclusive Society and Empowering and Educating Communities. He was interested in the iConstituent platform and noted the capabilities:

Signal CRM: iConstituent's Signal CRM provides the tools to efficiently communicate with constituents, federal and state agencies, local government officials, and national and state-level organizations. Signal CRM, newly

developed and recently redesigned, integrates with all of their products.

Constituent Gateway eNewsletter PLUS: The eNewsletter Plus is built for citizen engagement, allowing for the person to build, send, share and track the thousands of emails they send from their system. On top of being a powerful engine for outbound communication, it brings together full social and constituent database interaction, giving the person a dashboard to track effectiveness, build compelling content, and provide them a 360 picture of the constituents that are engaging and communicating back to the person.

Data Services: iConstituent's data services provide the most accurate and current constituent contact information available. Maximizes outreach efforts by targeting constituency, selecting from over 20 different demographics and over 100 million unique email addresses in their in-house databases (including multiple emails per person).

[39692](#)

Request to change 2017 Budget Deliberation Dates (2016 Common Council Meeting Schedule)

There was a request from the Mayor's Office/City Clerk's Office to adjust the 2017 Budget Deliberation date in 2016. The following was requested.

Ald. Maurice Cheeks moved to approve the change, seconded by Ald. Ledell Zellers. The motion passed by voice vote/other.

REFERRALS FROM COMMON COUNCIL

[39148](#)

Create the classification of "Deputy Mayor 1" in CG19, Range 29. Delete the classification of "Assistant to the Mayor 1" in CG19, Range 29, recreate the positions #60, #61 and #62 as a "Deputy Mayor 1" in CG19, Range 29 in the Mayoral budget and reallocate incumbents K. Crawley, E. Ragland and G. Reyes to the new positions.

Create the classification of "Deputy Mayor 2" in CG19, Range 28. Delete the classification of "Assistant to the Mayor 2" in CG19, Range 28, recreate position #59 as a "Deputy Mayor 2" in CG19, Range 28 in the Mayoral budget and reallocate incumbent A. Monks to the new position.

Sponsors: Paul R. Soglin

Attachments: [CC Memo Deputy Mayor 7-2015.pdf](#)
[9/1/15 Bidar-Sielaff Email re: Deputy Mayor.pdf](#)

Roll Call Vote 5:1:2 - Ayes - Cheeks, Zellers, Kemble, Clear, Phair / Noes - Bidar-Sielaff / Non-Voting - DeMarb (chair), Schmidt

Mayor Soglin was present for the discussion on the ordinance. He argued that the position title of Deputy Mayor conferred a higher authority vs. the position title of Mayoral Assistant, which confused many outside of the city as being secretarial in nature.

CCOC members discussed the ordinance citing their concerns with the public's perception (confusion) that a Deputy Mayor would have more standing than the Council President. Susan Gafney was present to discuss her research on the titles. The Mayor indicated that he would tag on the department to each of the

Deputy Mayor titles (e.g. Deputy Mayor of Public Works, etc...)

A motion was made by Ald. Maurice Cheeks, seconded by Ald. Mark Clear, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by the following vote:

Ayes: 5 - Maurice S. Cheeks; Ledell Zellers; Rebecca Kemble; Matthew J. Phair and Mark Clear

Noes: 1 - Shiva Bidar-Sielaff

Non Voting: 2 - Denise DeMarb and Chris Schmidt

FUTURE AGENDA ITEMS

*** Report on NLC Leadership Academy: Connecting Children to Nature (October 6-8) - Ald. Rebecca Kemble, D. 18**

ADJOURNMENT

A motion was made by Ald. Maurice Cheeks, seconded by Ald. Matt Phair, to adjourn. The motion passed by voice vote/other. Meeting adjourned at 6:08 p.m.