



# City of Madison

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

## Meeting Minutes - Approved TASK FORCE ON STRUCTURE OF CITY GOVERNMENT

---

Tuesday, April 9, 2019

6:00 PM

Madison Municipal Building, Room 153  
215 Martin Luther King, Jr. Blvd.

---

### POSSIBLE QUORUM OF THE COMMON COUNCIL EXISTS AT THIS MEETING

[50732](#)

Documents related to the Task Force on the Structure of City Government

### THE TASK FORCE MAY SUSPEND THE RULES TO STAND INFORMALLY AND ALLOW FOR PUBLIC DISCUSSION AND ENGAGEMENT OF ANY AGENDA ITEM

#### 1. CALL TO ORDER / ROLL CALL

**Present:** 7 - Rebecca Kemble; Ronald M. Trachtenberg; John E. Rothschild; Roger Goodwin; Justice M. Castañeda; Maggie Northrop and Eileen Harrington

**Absent:** 1 - Eric S. Upchurch

**Excused:** 3 - Paul E. Skidmore; Sheri Carter and David Ahrens

Chair Eileen Harrington appeared by teleconference.

Upchurch arrived at 6:16 p.m.

Also present: Alder Keith Furman, Alder Grant Foster, City Attorney Michael May and Assistant City Attorney John Strange

#### 2. APPROVAL OF MINUTES

Eileen Harrington turned the meeting over to the Vice Chair, John Rothschild, to run the meeting.

Motion by Goodwin, second by Castañeda to approve minutes from the March 27, 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 at this meeting.

**5. UPDATE FROM THE COMMUNICATIONS SUBCOMMITTEE REGARDING PUBLIC ENGAGEMENT STRATEGIES**

The TFOGS took up items 5 and 6 together.

Maggie Northrop explained and discussed the draft communication plan developed by the Communications Subcommittee. She explained that the Subcommittee's primary recommendation with respect to public engagement is to develop a short survey (10-15 questions) accompanied by educational materials to be distributed to the community with the help of community organizations. The key work ahead includes: 1) determining what to ask in the survey; 2) determining who to survey; 3) determine how to survey (internet, paper, phone, etc.); 4) developing the educational materials to accompany the survey; and 5) developing relationships with the community organizations to help distribute the survey.

The TFOGS then discussed various aspects of each of these items. For example, Ron Trachtenberg noted the possibility of creating questions for the community regarding some of the larger issues the Task Force has been addressing. Justice Castañeda noted the importance of creating questions about issues like at-large voting such that the question does not get too far into the weeds but recognizes the nuance of things like the transient nature of certain populations in the City. John Rothschild cautioned against using the word "conclusions" in the message or questions. Alder Kemble stated that one possible way to determine what to ask in the survey would be to provide the Subcommittee Reports to the community organizations to ask for input on what questions to ask. And Eric Upchurch reiterated the importance of thinking about what we ask, who we ask, how we ask, and how we interpret the answers we receive.

This led to a discussion of the staff survey recently developed by the Communications Subcommittee and sent to staff last week. The Task Force discussed the appropriate target audience and asked staff to extend the deadline for responses, send reminder emails, and determine how to reach a larger audience. Initially, the email was sent to approximately 230 staff members listed on the Committee Staff List as well as all department heads.

The Task Force then discussed the timeline needed for conducting this public outreach and noted that the current resolution sets a deadline of December 1, 2019 for completing the work of the Task Force. The Subcommittee noted that this public engagement process alone could take several months and so it may be necessary at some point in the future to ask the Common Council for an extension of the current deadline.

Finally, the Task Force expressed their support for the Subcommittee's public engagement strategy as discussed during the meeting. Motion by Castañeda, second by Trachtenberg to accept the report of the Communications Subcommittee. Motion passed on voice vote.

**6. DISCUSSION OF STRATEGIES FOR PUBLIC ENGAGEMENT**

See Item 5 above.

**7. DISCUSSION OF REPORTS OF THE COMMON COUNCIL SUBCOMMITTEE AND  
THE BOARDS, COMMISSIONS, AND COMMITTEES SUBCOMMITTEE**

The Task Force discussed the possible need to issue an interim report to the new council and mayor. The Task Force noted that this should be an item on the next agenda and that the City Attorney's Office should begin drafting an interim report. Justice Castañeda and Eileen Harrington expressed interest in supporting this endeavor and assisting in the development of the report.

**8. FUTURE MEETINGS AND AGENDA ITEMS**

The Task Force as that the next agenda include items relative to the proposed interim report, a staff survey update, an update from the Communications Subcommittee, and a discuss of new dates for meetings through the summer and fall.

**9. ADJOURNMENT**

Motion my Goodwin, second by Kemble to adjourn. The meeting adjourned at 7:05 p.m.