



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved PRESIDENT'S WORK GROUP TO REVIEW COUNCIL COMMUNICATION TOOLS & PROCESSES

Thursday, January 23, 2020

12:15 PM

Room 206, Madison Municipal Building
215 Martin Luther King Jr. Blvd.

CALL TO ORDER / ROLL CALL

Present: 3 - Grant Foster; Lindsay Lemmer and Patrick W. Heck

Excused: 2 - Barbara Harrington-McKinney and Donna V. Moreland

Others Present: Eric Olson (IT), Hannah Mohelnitzky (Engineering PIO), Kwasi Obeng (Council Chief of Staff), Jason Glozier (DCR)

Ald. Grant Foster, chair, called the meeting to order at 12:18 p.m.

APPROVAL OF MINUTES

A motion was made by Ald. Lindsay Lemmer, seconded by Ald. Patrick Heck, to approve the minutes of the January 9, 2020 President's Work Group to Review Council Communication Tools & Processes 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.

Ald. Barbara Harrington-McKinney arrived at 12:26 p.m. Ald. Donna Moreland arrived at 12:29 p.m.

Present: 5 - Grant Foster; Barbara Harrington-McKinney; Lindsay Lemmer; Donna V. Moreland and Patrick W. Heck

DISCUSSION ITEMS / POSSIBLE ACTIONS

[58977](#)

Discussion: Resident Engagement, Available Focus Groups, Employee Survey - Katie Crawley, Jason Glozier & Allison Dungan

Ald. Grant Foster asked members if the discussion on resident engagement could be moved up on the agenda. There was no objection to his request.

Jason Glozier was available for discussion on this item. Mr. Glozier noted that

the survey's purpose was to gather information from residents on:

1. How they were receiving information from the city,
2. Is the information they are currently receiving relevant,
3. What information would they like to receive, and,
4. How would they like to receive information.

He thanked Ald. Lemmer for volunteering to track and coordinate the questions. He noted that there are different methods for outreach, in person, door to door, etc. Questions could also be put into Survey Monkey (and translated into Spanish).

There was a request to send the questions that staff developed be sent to work group members by Lisa Veldran. Mr. Glozier suggested three sites that could be engaged for conversations: Bayview, Vera Court, Centro Hispano (diverse constituencies).

Ald. Foster suggested the survey could also be sent out to city employees. There was discussion around confusion with the Employee Voice Survey and other surveys sent to employees (survey fatigue). It was requested that Kwasi Obeng come back to the next meeting with a recommendation on whether this survey should be sent to employees (if there was there value).

There was also a request to develop a recommendation on what demographics to include in the survey - age, race, geographic area, etc. Mr. Obeng suggested looking at what demographic questions the WIC/MAC and Imagine Madison surveys used. He volunteered to follow-up and bring that information back to the work group.

[58214](#)

Discussion: City Communication Channels, Content Shared, Frequency

Attachments: [1/23/20 Communication Content Spreadsheet.pdf](#)
[11/14/19 Communication Content Spreadsheet.pdf](#)

Hannah Mohelnitzky was available for discussion on PIO's and communication channels used.

She noted that some PIO's have a strategic communication plan and some do not (she was currently waiting for her department head to approve hers). Components of a communication plan would include: what communication tools are used, how those tools are used, key initiatives and shareable to alders.

Not having a city-wide PIO and a lack of standardization in communication plans creates gaps and inconsistencies.

Ald. Foster added subpoints to the following Priority List:

2. PIO/Council Coordination/Process/ Standards
 - 2a. recommendation for strategic communication plan at agency level that is shared out to alders
 - 2b. PIO's should be a group together vs. embedded by department
 - 2c. Identify inefficiencies (Ald. Moreland / placeholder)

59179

Discussion: Public Information Officers Questions for Work Group Members

Attachments: [1/23/20 Questions to WG from PIOs.pdf](#)

Work Group members reviewed the list of questions from the PIO's (see attachment to legislative file).

Discussion centered on improving inbound communications from staff (emails) and reducing the amount of emails alders receive from staff.

How do alders like to receive information from PIO's:

- Email
- Links to Facebook events
- Projects/Events/Public Disruptions - Email content already prepped for sharing vs. as a PDF that needs to be copied and pasted

How often do alders want to receive information from PIO's:

- Anytime there is a change in district
- Is it an internal update (for alder only) vs. publicly shareable update - need to specify, clear

Note: there was a short discussion on the use of text messaging to share information to alders only (no infrastructure in place currently)

There was a recommendation to subscribe alders (if they were not already signed up) to News Releases and request PIO's NOT send an email to alders before they post to the News Release system. This would stop duplication of information and lessen the amount of emails in the alders in-boxes.

Discussion topic: How would you like to know about:

- o Press Releases - see above (add this information to new alder orientation)
- o Press Conferences in your district - as soon as possible, save the date, check availability to attend, is it shareable?
- o New Topical Podcast Episodes - Yes
- o Blogs - Yes - maybe in a digest if there are several blog posts
- o Public Information Meetings - Yes

58705

Discussion Item: Development of Weekly Summary Content for Alders to Share

Kwasi Obeng noted that Debbie Fields' position deals with communications. Mr. Obeng also wanted to think about how information would be delivered to the Council Office in a timely manner in order to create a digest.

A motion was made by Ald. Lindsay Lemmer, seconded by Ald. Patrick Heck, to re-refer to the PRESIDENT'S WORK GROUP TO REVIEW COUNCIL COMMUNICATION TOOLS & PROCESSES and should be returned by 2/13/2020. The motion passed by voice vote/other.

[58971](#)

Discussion Item: Start Discussion on Final Report

Attachments: [1/23/20 Updated Work Group Priority Areas/Goals & Objectives.pdf](#)
[1/9/20 Updated Work Group Priority Areas/Goals & Objectives.pdf](#)

A motion was made by Ald. Lindsay Lemmer, seconded by Ald. Patrick Heck, to re-refer to the PRESIDENT'S WORK GROUP TO REVIEW COUNCIL COMMUNICATION TOOLS & PROCESSES and should be returned by 2/13/2020. The motion passed by voice vote/other.

ACTION ITEMS / NEXT STEPS / FUTURE AGENDA ITEMS

Ald. Foster noted that CCEC recommended a couple of tweaks to the online form but it was approved. Eric Olson would send an email to alders letting them know when the new form was active.

- Review Council Social Media Policy and Social Media Platforms - 2/13/20 Meeting
- Feedback for Team Members on Legislative Management System (Legistar) - 2/27/20 Meeting
- Feedback on City PIO Position (Deputy Mayor Bottari) - Future Meeting
- Review TFOGS Report (after focus group feedback is compiled) - Future Meeting

ADJOURNMENT

A motion was made by Ald. Lindsay Lemmer, seconded by Ald. Barbara Harrington-McKinney, to adjourn. The motion passed by voice vote/other. The meeting adjourned at 2:05 p.m.

UPCOMING MEETINGS

February 13, 2020 @ 12:15 p.m., Room 206, Madison Municipal Building
February 27, 2020 @ 12:15 p.m., Room 206, Madison Municipal Building

March 12, 2020 @ 12:15 p.m., Room 206, Madison Municipal Building
March 26, 2020 @ 12:15 p.m., Room 206, Madison Municipal Building