



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, February 27, 2020

12:15 PM

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

CALL TO ORDER / ROLL CALL

Present: 3 - Grant Foster; Barbara Harrington-McKinney and Lindsay Lemmer

Excused: 2 - Donna V. Moreland and Patrick W. Heck

Others Present: Deputy Mayor Katie Crawley, Jason Glozier (DCR) and Council Chief of Staff Kwasi Obeng

Ald. Grant Foster, chair, called the meeting to order at 12:17 p.m.

APPROVAL OF MINUTES

A motion was made by Ald. Lindsay Lemmer, seconded by Ald. Barbara Harrington-McKinney, to approve the minutes of the February 13, 2020 President's Work Group to Review Council Communication Tools & Processes. 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.

DISCUSSION ITEMS / POSSIBLE ACTION ITEMS

59655

Update: Survey & Status of Focus Groups

Lisa Veldran provided an update on the survey. Survey was translated into Spanish.

Email Survey, Press Release, NRT Groups, Neighborhood Associations - Send February 28 or March 2

Send Reminder - March 16

Survey Closes - March 22

Work Group Meeting - March 26

Focus Groups - Jason Glozier noted that there was no staff availability to

conduct focus group interviews. Ald. Lemmer would follow-up with Tariq Saqqaf on possibility of focus group interviews at NRT's located at Vera Court, Brentwood and Allied Drive.

Ald. Harrington-McKinney requested hard copies of the survey to take to Park Edge/Park Ridge NRT and the Employment Center in her district. Ald. Lemmer would create an online intake form for Ald. Harrington-McKinney to input her survey results she gathers from those areas.

Ald. Donna Moreland arrived at 12:33 p.m.

Present: 4 - Grant Foster; Barbara Harrington-McKinney; Lindsay Lemmer and Donna V. Moreland

Excused: 1 - Patrick W. Heck

[59492](#)

Continue Review of Council Social Media Policy and Social Media Platforms

Attachments: [Council Social Media Policy.pdf](#)
[Facebook Agency User Guide.pdf](#)
[Social Media Campaign Plan.pdf](#)
[Social Media Strategy Plan.pdf](#)
[Social Media Tip Sheet.pdf](#)
[Social Media Content Outline.pdf](#)
[Social Media Comments Policy _ City of Madison, City of Madison, Wisconsin](#)
[APM 3-16 Social Media and Department Websites Policy.pdf](#)
[APM 3-13 Web Linking Policy.pdf](#)

Eric Olson noted that the guidelines drafted could apply to alder social media activities but may differ somewhat from how city agencies are governed by social media policies.

Ald. Foster asked if this work group should review and provide feedback to the APM group or to CCEC. Mr. Olson recommended that they use the APM's as a starting point and then add on Council-specific policies.

Ald. Foster saw three levels of review:

1. City Attorney's office with an elected official lens
2. Council staff look at guidelines and rules
3. APM work group and CCEC; and,

Suggested goals:

1. Ability to have alder social media accounts, e.g. Facebook, Twitter
2. Have policies in place before alder social media accounts were activated
3. Identify from IT perspective on what would be needed - start with pieces in City Social Media Policy Guide, APM 3-16

Mr. Olson would put together high level key considerations, loop in Deputy Mayor Crawley and some of the PIO's for feedback and then send to Lisa Veldran to disseminate to work group members. Ald. Foster asked that the City Attorney's office also review.

[58705](#)

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

Ald. Foster noted that he and Ald. Lemmer would be meeting on March 3 with Deputy Mayor Katie Crawley and a couple of the PIOs to find out more on how to better leverage their expertise on summary content.

Ald. Foster wanted to see if council staff could create the weekly summary and the work group could provide direction on what the weekly summary could include.

Ideas included for a Weekly Summary:

- City meetings
 - Kwasi: Controversial things like AirBnB, Edgewood, Straws
 - Agenda items
 - Decisions/Actions
 - Big items
- News releases and other important announcements
 - Other agency emails
- Events
 - Library updates
 - Active Policy Updates: Decisions and actions on key policy (example: AirBnB, TFOGS, BRT - where they are in the committee process)
- Citywide - sent to all alders by Friday

Kwasi Obeng asked if they were looking for a. information that alders wanted to know or b. information they wanted to pass along to residents. Ald. Foster thought both.

Ald. Harrington-McKinney thought it was also important that alders receive district specific information from city staff, not just information for the whole city.

Ald. Foster asked Mr. Obeng to work on how to create a weekly update that includes the categories of city meetings, news releases and events, and come to next meeting to discuss how the Council office would create a weekly update that includes those.

[59662](#)

Discussion: Extending Final Report Deadline & Potential Additional Meeting Dates

Potential Additional Meeting Dates

Thursday, April 16, 2020 @ 12:15 p.m., Room 206 MMB
Thursday, April 30, 2020 @ 12:15 p.m., Room 206, MMB
Thursday, May 14, 2020 @ 12:15 p.m., Room 206, MMB
Thursday, May 28, 2020 @ 12:15 p.m., Room 103A, CCB

Attachments: [56505.pdf](#)

There was discussion on extending the work group's final report deadline. Members agreed to extend the timeline but would like to see the work

wrapped up in as few meetings as possible.

[58971](#)

Discussion Item: Start Discussion on Final Report

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

Ald. Foster identified the following outstanding issues:

Legistar review - another group will be doing but we can give them our thoughts and what we'd like see

Social Media

Calendar - how to communicate out events

Survey results review

Writing the report

Giving Chief PIO feedback based on what alders need

The discussion on the final report was re-referred to the next meeting of the work group.

ACTION STEPS / NEXT STEPS / FUTURE AGENDA ITEMS

There was no discuss on action steps/next steps/future agenda items.

ADJOURNMENT

A motion was made by Ald. Lindsay Lemmer, seconded by Ald. Donna Moreland, to adjourn. The motion passed by voice vote/other. The meeting adjourned at 2:01 p.m.

UPCOMING MEETINGS

March 19, 2020 @ 12:15 p.m., Room 206, Madison Municipal Building
(rescheduled from 3/12/20)

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