



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, December 19, 2019

12:15 PM

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

CALL TO ORDER / ROLL CALL

Ald. Harrington-McKinney arrived at 12:27 pm

Present: 4 - Grant Foster; Barbara Harrington-McKinney; Lindsay Lemmer and Patrick W. Heck

Excused: 1 - Donna V. Moreland

Others Present: Allison Dungan, Eric Olson, Jason Glozier, Amy Barrilleaux, Katie Crawley, Gladis Benevides and Karen Kapusta-Pofahl (staff)

Ald. Grant Foster, chair, called the meeting to order at 12:26 p.m.

Ald. Foster asked guests to introduce themselves:

Allison Dungan, Public Health Department, Racial Equity Social Justice Tools Committee

Jason Glozier, Department of Civil Rights, Language Access Program

Amy Barrilleaux, Madison Water Utility

Gladis Benavides, resident, registered to speak

APPROVAL OF MINUTES

A motion was made by Ald. Patrick Heck, seconded by Ald. Lindsay Lemmer, to approve the minutes of the December 5, 2019 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.

UPDATES FROM CHAIR - ALD. GRANT FOSTER

Ald. Foster did not have any updates to share.

DISCUSSION ITEMS

[58572](#)

Discussion Item: Review Goals & Objectives (Updated by Ald. Foster)

Attachments: [12/5/19 Work Group Revised List of Priorities Goals Objectives.pdf](#)
[11/14/19 Work Group Goals.pdf](#)

Ald. Foster reviewed the updated version of the work group's Priority Areas and Goals/Objectives.

PIO/Council Coordination - PIO's would be drafting questions for the work group/alders to answer relative to what information alders wanted to receive and how they want to receive that information (i.e. feedback from alders).

Legistar upgrade/replacement - Lisa Veldran will have a key role in the RFP process. This work group could work on formalizing what they would like to see in a legislative management system (similar to the process the work group did for the blogging tool).

Resident engagement - on current agenda

Social Media Policy - what alders can do, will need to invite City Attorney's office for discussion on this topic

Standard "base" weekly summary - on current agenda

Complete final report - list potential sections

Ald. Heck noted that the Mayor's office is in the midst of hiring a PIO that would be housed in the Mayor's office. Ald. Foster noted that discussion on the PIO position is still in the early stages and are centered around what that position is and isn't. Could be added to the work group's final report.

[58700](#)

Discussion Item: Resident Engagement - Survey, Use of RESJI Tools

Ald. Foster noted that the work group was directed to look at their work with an intentional racial equity lens. This discussion starts that process.

Jason Glozier thought focus groups might be valuable in order to gather feedback (eg: language access plan used focused groups: Employees, Hmong, Mandarin, Spanish and Deaf communities *Note Tibetan community wanted to be included). Katie Crawley thought sharing the information from that process might be helpful for the work group. She would also check to see if other agencies have similar focus groups (eg. Metro, Planning). Mr. Glozier noted they are using videos and direct contact with community members (Survey/Q&A with interpreter).

Registration: Gladis Benavides, Neither Supported/Opposed, Spoke She was former Director of Civil Rights at the State of WI. She noted that it is not only the language but the culture, not understanding government process.

Allison Dungan thought the work group should identify data already available (eg. DCR language access focus group data) and identify community areas to

gather information (eg. Metro bus surveys) vs. trying to hold separate meetings.

Ald. Foster believed that the work group should not try to solve the bigger city-wide engagement but could focus on the weekly summary that alders could share out and gather feedback around that issue (eg. podcasts, etc.). Recommendation could be under #7 (c) (4) - input into the city communications structure, focus is on how can alders communicate better (e.g. City Facebook events that can be shared by alders to their district residents).

Ald. Lemmer mentioned the use of plain language when writing communications and that there are classes that alders might want to access (UW). Eric Olson noted that the city does have tips on using plain language.

Ms. Dungan and Ms. Barrilleaux stated that alders should consider targeting their communications to where the people are - eg. Water Wagon at events, podcast on La Movida, etc.

Referred this item to the January 9 work group meeting for further discussion with Jason Glozier: define specific questions the work group wants feedback on and where to get it from, data points from current City focus groups (Katie Crawley to provide information), potential survey to send to city staff (another data point, talk to Kwasi Obeng).

[58694](#)

Discussion Item: Short Term Improvements (E. Olson, IT Department)

Work Group identified short-term improvements:

Possible short-term improvements

- a. Better subscription management for residents
 - i. Formats
 - ii. Frequency
 - iii. Opt out vs in for new content types?
 - iv. Connection with alder blog
 - v. Inbound communications
 1. Web form
 2. Process for all.alders emails

Ald. Heck - City's subscription page is overwhelming, not very user-friendly.

Ald. Foster might be worth getting feedback on this from residents.

Eric Olson thought focusing on items that can be done quickly and within scope and this may be part of a larger scoped project.

IT is working towards moving the city to Mailchimp for subscription communications and will then be integrated into different applications. Alders will be able to send district news via email to their subscribers without doing a blog post. At this time the issue on frequency is currently not in their plan to address. IT is also working on residents no longer needing to create an account to subscribe (removing that layer/barrier) and integrating text messaging piece with email piece.

Ald. Foster asked if there was interest in discussing emails sent from the webpage to "All Alders". He would like to know right away if the email is to

him vs. all alders.

Eric Olson to bring a re-ordered mock-up of the email that is generated from the online submission form: <https://www.cityofmadison.com/Council/contact/>. It was also requested that he bring current analytics to the next meeting generated from alder blogs: number of subscribers, number of views.

[58705](#)

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

Referred to the January 9, 2020 meeting for further discussion.

ACTION ITEMS / NEXT STEPS

Review updated PIO spreadsheet with content, process/resources and distribution channels.

ADJOURNMENT

A motion was made by Ald. Barbara Harrington-McKinney, seconded by Ald. Lindsay Lemmer, to adjourn. The motion passed by voice vote/other. Meeting adjourned at 1:45 p.m.

UPCOMING MEETINGS

January 9, 2020 @ 12:15 p.m., Room 206, Madison Municipal Building

January 23, 2020 @ 12:15 p.m., Room 206, Madison Municipal Building

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