



City of Madison

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

Meeting Minutes - Draft PRESIDENT'S WORK GROUP TO REVIEW COUNCIL COMMUNICATION TOOLS & PROCESSES

Thursday, June 18, 2020

12:00 PM

Via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: 5 - Grant Foster; Max Prestigiacomio; Arvina Martin; Donna V. Moreland and Patrick W. Heck

Others present: IT Director Sarah Edgerton

Ald. Grant Foster, chair, called the meeting to order at 12:05 p.m.

Ald. Foster welcomed Ald. Max Prestigiacomio to the work group. He replaced Ald. Barbara Harrington-McKinney who resigned.

61003

PUBLIC COMMENT

For 6/18/20 Meeting of the President's Work Group on Council Communication Tools & Processes

There was no public comment.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals from the members present.

DISCUSSION / POSSIBLE ACTION ITEMS

60793

Review progress, charge and work plan of President's Work Group on Council Communication Tools & Processes

Attachments: [56505 Establishing Work Group.pdf](#)
[57510 Extension 3/31/20.pdf](#)
[60615 Extension 9/30/20.pdf](#)
[1/23/20 Work Group Goals.pdf](#)
[6/18/20 Alder Foster Meeting Notes.pdf](#)

Work group members reviewed where they left off and discussed items to move forward on.

ACCOMPLISHED

Update blogging tool (planned for 4th Q)

- Dependent upon IT staff availability to switch alder to Drupal platform

Incoming email adjustment

- Information from the online form now lists "Recipient" first in the body of the email:

Example:

Recipient: All Alders

Name: Marge Bils

Address: 1101 Woodland Way , Madison , Wi 53711

Email: chuckmargebils@msn.com

Provided feedback on Communications Coordinator position (Legislative File No. 60499)

IN PROGRESS

Recommendations on Council Social Media Policy

Alder Social Media Accounts (city-owned/optional)

- Training

Discuss results from survey on Common Council Communications

Discuss Draft Weekly Update Template designed by Karen Kapusta-Pofahl and Debbie Fields

OTHER PRIORITIES

Calendar

- Weekly meeting schedule

- Use of calendaring for alders

- For public

- Outlook/Google/Other Integration for alders

- Possible recommendation that committee staff send Outlook meeting invite to all alders, not just to committee members

Legistar/Legislative Management Systems

- Legislative information processes

- Recommendations on improving transparency

- Hybrid/Virtual Meetings - Sarah Edgerton noted that this is an issue with staff capacity (IT Media Team)

- RFP pushed to 2022 - Sarah Edgerton noted that there is a redesign of Legislative Information Center

Outreach

- How alders disseminate information

- How alders gather opinions from their residents

Polco

- Use of polling software - Polco

- Sarah Edgerton noted equity issues with this product

Nextdoor

- Use of Nextdoor

- Sarah Edgerton noted equity issues with this product

Crossover with TFOGS recommendation for Resident Engagement

Communication work following final report

Report writing including recommendation for moving work forward

NEW PRIORITIES / ISSUES TO ADDRESS (Recommendations)

How to address the number of emails received by the
allalder@cityofmadison.com email account / public comments

Equity for virtual meetings as discussed at CCEC and TFOGS

Registration for public meetings

- Sorting for alders
- Provide input to Council staff who can work with IT staff

Use of digital ads by alders (in addition/in place of postcards)

Use of alder budget for outreach (e.g. digital ads)

[60798](#)

Discuss future meeting schedule for President's Work Group on Council
Communication Tools & Processes

Potential Meeting Dates / Topics

Thursday, July 9

Communication Survey Results & Alder Weekly Update Template

Thursday, July 16

Social Media Accounts & Council Social Media Policy (S. Edgerton:
<https://www.agorapulse.com/> - manages social media accounts)

Thursday, July 23

All Alder Email Account & Public Comment

Thursday, August 13

Alder Calendars / Calendaring

Thursday, August 20

Finish Discussion on Initiatives / Draft Report

Thursday, August 27

Finish Discussion on Initiatives / Draft Report

Thursday, September 3

Finish Discussion on Initiatives / Draft Report

Thursday, September 10

Draft Final Report

Thursday, September 17

Finalize Draft Final Report

FUTURE AGENDA ITEMS / ACTION ITEMS

July 9

Review survey results

Review alder weekly meeting template

Invite: Council staff, Jason Glozier (DCR), Allison Dungan (Public Health)

July 16

Review council social media policy - feedback from City Attorney's office that was received at 2/13/20 meeting

Review alder social media accounts - define what are the accounts, how to be used, comments, etc. (tie into social media policy)

Possible Invites: CA Michael Haas, ACA Doran Viste, Eric Olson (IT)

July 23

Calendaring

Invite: Council staff, Eric Olson

ADJOURNMENT

The meeting ended at 1:20 p.m.