



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

*Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?*

Thursday, July 9, 2020

12:00 PM

Via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: 3 - Grant Foster; Patrick W. Heck and Donna V. Moreland

Excused: 2 - Arvina Martin and Max Prestigiacomo

Others Present: Eric Olson, IT Department, Kwasi Obeng, Council Chief of Staff, Debbie Fields, Common Council Office, Karen Kapusta-Pofahl, Common Council Office, Jason Glozier, Department of Civil Rights, and Katie Crawley, Deputy Mayor

Ald. Grant Foster, chair, called the meeting to order at 12:04 p.m.

APPROVAL OF MINUTES

A motion was made by Ald. Patrick Heck, seconded by Ald. Donna Moreland, to approve the minutes from the June 11, 2020 and June 18, 2020 President's Work Group on Council Communication Tools & Processes meetings.. The motion passed by voice vote/other.

[60012](#)

PUBLIC COMMENT

For 7/9/20 Meeting of the President's Work Group to Review Council Communication Tools & Processes

There was no public comment.

DISCLOSURES AND RECUSALS

There were no disclosures or recusals from the members present.

DISCUSSION ITEMS / POSSIBLE ACTION ITEMS

[58705](#)

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

Attachments: [Draft Template: Alder Weekly Update.pdf](#)

Debbie Fields, Karen Kapusta-Pofahl and Kwasi Obeng were present for discussion on the Weekly Summary Content for alders. Debbie Fields noted

she did not have any trouble compiling the information for her part of the draft summary content. Karen Kapusta-Pofahl noted that her time would be limited due to committee staffing. She noted that she reviewed agendas and looked for items that she thought alders might be interested in.

There was discussion on what alders wanted to see in the summary provided by staff.

- Ald. Foster thought having a brief synopsis of meetings and agenda items would be helpful (see his blog page; example:

<https://www.cityofmadison.com/council/district15/blog/?Id=22633>)

- Eric Olson noted that when formatting the summary staff should consider linking to the individual meeting on the Clerk's page (vs an agenda item number/legislative file number on the committee agendas). This would be useful for residents that want information on a meeting: view an agenda, register on an item, watch online, etc.. He provided more information on the new online registration developed by IT. Ald. Foster requested that information on registration enhancements be shared with alders.

- Events shared by the city via email/press releases- happening soon and future dates

- Information of interest to all alders (example: election information)

- Committee decisions on legislation

- Updates on large projects or significant updates (example: F-35, body cameras, Judge Doyle Square)

- Compile press releases and informational emails (example: road closures)

Ald. Grant Foster didn't want to make more work for Council staff. Karen Kapusta-Pofahl questioned how the weekly summary intersects with Kwasi Obeng's daily updates - should they both be happening? Kwasi Obeng thought these two could be consolidated.

Ald. Heck stated that the daily updates contain information he had already seen in previous emails - nothing new for him to blog about. He asked if there was somewhere that weekly summary information could be "housed" that alders could access and grab what information they want to promote on their blogs. Kwasi Obeng asked Katie Crawley if the new PIO position would be working on developing a repository. She was not sure but could assume that it could be. Eric Olson noted that all alders are signed up to receive an email from the city's online news/updates webpage:

<https://www.cityofmadison.com/news>

Ald. Foster requested that a modified version of the weekly summary (more succinct, shorter descriptions and linking to the Clerk's office landing page for meetings) be developed by staff and then link that document somewhere so alders have access to historical information. Lisa Veldran suggested using the Common Council Intranet site to link the weekly summary content documents and use as a source for historical content.

A new version of the weekly summary content be presented at a future CCEC meeting (discuss whether this was what Council wants, staff capacity issues)

60013

Council Communication Survey Results

Attachments: [2020 Council Communications Survey Results.pdf](#)
[Communications Survey All Survey Responses.pdf](#)

Work group members reviewed and discussed the results of the survey. There was discussion regarding equity and communications.

Kwasi Obeng noted that different communities within Madison communicate differently with government based on their experience.

Eric Olson noted that the survey indicated communications need to take a multi-tier approach (social media, face-to-face, etc).

Jason Glozier from DCR noted that the Council needed to start viewing government communication as transformational vs. transactional (business-type) and thought this view could inform alders on how to communicate to their residents. He suggested an equity analysis of the survey could be done to identify the communication gaps.

Kwasi Obeng noted that he was working with other staff on developing an equity analysis regarding outreach and that could be used to inform alders on communication gaps. Ald. Foster stated that he would like to add a section to their final report on equity and communications. Kwasi Obeng and Jason Glozier would work offline on providing information to the work group for their final report.

Lisa Veldran suggested also looking at District Reports as another platform for alders to communicate to their residents.

UPCOMING MEETING DATES / TOPICS

Ald. Patrick Heck volunteered to review and compile a list of work group actions to inform the final report.

Thursday, July 16
Social Media Accounts & Council Social Media Policy

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**

ADJOURNMENT

A motion was made by Ald. Donna Moreland, seconded by Ald. Patrick Heck, to adjourn. The motion passed by voice vote/other. The meeting adjourned at 1:50 p.m.