



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 16, 2020

12:00 PM

Via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: 4 - Grant Foster; Arvina Martin; Donna V. Moreland and Patrick W. Heck

Excused: 1 - Max Prestigiacomo

Others Present: Eric Olson, IT Department, Lara Mainelaa, Assistant City Attorney, Katie Crawley, Deputy Mayor, Hanna Chin and Alyssa Mullaney

Ald. Grant Foster, chair, called the meeting to order at 12:03 p.m.

[61166](#)

PUBLIC COMMENT

For 7/16/20 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.

Ald. Max Prestigiacomo arrived at 12:34 p.m.

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

DISCUSSION ITEM / POSSIBLE RECOMMENDATIONS

[61149](#)

Discussion Item: Alder Social Media Accounts & Council Social Media Policy

Attachments: [7/23/20 DRAFT Social Media Policy Phase 1 Mainella Document.pdf](#)
[5/17/19 CA May ACA Allen Memo Use of Social Media by Govt Officials.pdf](#)
[Facebook Agency User Guide.pdf](#)
[Social Media Strategy Plan.pdf](#)
[Social Media Campaign Plan.pdf](#)
[Social Media Content Outline.pdf](#)
[Social Media Comments Policy City of Madison, City of Madison, Wisconsin](#)
[Social Media Tip Sheet.pdf](#)
[APM 3-16 Social Media and Department Websites Policy.pdf](#)
[APM 3-13 Web Linking Policy.pdf](#)
[FINAL Council Social Media Policy.pdf](#)

Eric Olson from the IT Department and Lara Mainella, Assistant City Attorney, were present for discussion on this item.

Ald. Grant Foster provided a brief update from past discussion on alder social media accounts noting that there was nothing specifically prohibiting social media accounts for alders.

Phase 1

- Set Up Accounts for Alders
 - a. Facebook
 - b. Twitter (District 8 already has a Twitter Account)
 - c. Nextdoor - save for potential Phase 2
- Survey alders who want to be part of Phase 1
- Develop baseline social media policies/procedures for alder accounts prior to implementation (Lara Mainella)
- Eric Olson noted that Council staff would need to create and monitor these accounts. Need to find out Council staff capacity.

Ald. Donna Moreland asked if a list could be developed on concerns with creation of alder accounts. ADA Mainella shared a 5/7/19 memo entitled "Use of Social Media by Government Officials" (see attachment to legislative file) that would address Ald. Moreland's request.

Discussed the use of alder social media content being limited to pushing out information, not engaging in online commenting (issue with public records).

UPCOMING MEETING DATES / TOPICS

Lisa Veldran will send September dates starting at 12:30 pm.

Ald. Patrick Heck offered to organize work group actions (chronological) for work on the final report.

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 meetin adjourned at 1:40 p.m.