



City of Madison

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

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 23, 2020

12:00 PM

Via Virtual Meeting

CALL TO ORDER / ROLL CALL

Present: 4 - Grant Foster; Max Prestigiacomo; Arvina Martin and Patrick W. Heck

Excused: 1 - Donna V. Moreland

Others Present: Lara Mainella, Assistant City Attorney, Eric Olson, IT Department, Kwasi Obeng, Council Chief of Staff

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

[61450](#)

PUBLIC COMMENT

For 7/23/20 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 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](#)

Ald. Grant Foster reviewed the draft social media policy created by ACA Lara Mainella. His goal was to review and approve the draft today and present the alder social media accounts and the draft policy at a future CCEC meeting for

feedback.

Members reviewed and commented on the draft social media policy with ACA Lara Mainella (see attachment to legislative file). Create some "best practices" guidelines for alders relative to posting, commenting, etc.

ACA Mainella will update the draft policy for the CCEC meeting.

Next meeting recommend scope to create Facebook and Twitter accounts and develop a work plan for implementation.

[61449](#)

Discussion Item: Public Comment - All Alder Email Account & Via Virtual Meeting Registration

Attachments: [7/23/20 Electronic Public Comments.pdf](#)

A motion was made by Ald. Arvina Martin, seconded by Ald. Patrick Heck, to Re-refer to the PRESIDENT'S WORK GROUP TO REVIEW COUNCIL COMMUNICATION TOOLS & PROCESSES meeting on August 13, 2020. The motion passed by voice vote/other.

UPCOMING MEETING DATES / TOPICS

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. Arvina Martin, seconded by Ald. Patrick Heck, to adjourn. The motion passed by voice vote/other. The meeting adjourned at 2:03 p.m.