



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, September 10, 2020

12:30 PM

Via Virtual Meeting

CALL TO ORDER / ROLL CALL

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

Excused: 1 - Max Prestigiacomio

Others Present: Eric Olson, IT Department, Debbie Fields, Council Office, Assistant City Attorney Lara Mainella, Deputy Mayor Katie Crawley, Karen Kapusta-Pofahl, Council Office

Ald. Grant Foster, chair, called the meeting to order at 12:31 p.m.

APPROVAL OF MINUTES

A motion was made by Ald. Patrick Heck, seconded by Ald. Donna Moreland, to approve the minutes from the August 27, 2020 and September 2, 2020 President's Work Group to Review Council Communication Tools & Processes meetings. The motion passed by voice vote/other.

[62039](#)

PUBLIC COMMENT

For 9/10/20 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 / POSSIBLE RECOMMENDATIONS

[61927](#)

Updated Alder Weekly Summary Content - Council Staff

Attachments: [9/10/20 Highlights One-Pager.pdf](#)
[9/10/20 Updated Draft Template Alder Weekly Summary Content.pdf](#)
[9/2/10 Updated Draft Template Alder Weekly Summary Content.pdf](#)
[8/27/20 Updated Draft Template Alder Weekly Summary Content.pdf](#)

Debbie Fields, Council Office staff, presented a draft one page document that would be sent to alders explaining how to post the weekly summary to their

blogs. Ald. Grant Foster requested that this document and the weekly summary be emailed to all alders with a brief explanation on Friday, September 11, 2020. He will also present the information at the 9/15/20 Common Council Executive Committee meeting.

Ald. Max Prestigiacomo arrived at 12:45 p.m.

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

61449

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

Attachments: [9/10/20 Electronic Public Comment.pdf](#)
[8/13/20 Electronic Public Comments.pdf](#)
[7/23/20 Electronic Public Comments.pdf](#)

The work group members reviewed the Draft Electronic Public Comment Improvement Proposal (see attachment to legislative file). There was discussion on adding this to the final report.

Ald. Donna Moreland stated that she believe there was a need to reference under-represented groups and their ability to comment. Ald. Foster stated that he would add a bullet point about educational outreach to the proposal and that it also be incorporated into the final report.

62078

Discuss latest Draft of the Social Media Policy for Facebook & Twitter Accounts

Attachments: [9/10/20 DRAFT Council Social Media Policy.pdf](#)

Assistant City Attorney Lara Mainella was present for discussion on the Draft Council Social Media Policy. Work group members reviewed the draft. It was discussed that there should be a section of FAQ's regarding what could and could not be posted (example: scenarios).

Attorney Mainella will forward a final draft for the next meeting (9/17/20).

Ald. Arvina Martin left at 2:03 p.m.

Present: 4 - Grant Foster; Patrick W. Heck; Donna V. Moreland and Max Prestigiacomo

Excused: 1 - Arvina Martin

61993

Discuss President's Work Group to Review Council Communication Tools & Processes Draft Final Report: Outline and Content

Attachments: [9/17/20 DRAFT Final Report Outline.pdf](#)
[9/17/20 DRAFT Final Report Resolution.pdf](#)
[9/17/20 DRAFT Alder Social Media Policy.pdf](#)
[9/17/20 Jason Glozier Workgroup Recommendations.pdf](#)
[9/10/20 Draft Final Report Outline.pdf](#)
[9/10/20 Electronic Public Comment.pdf](#)

Work Group members discussed the draft final report created by Ald. Patrick Heck.

It was discussed that an additional meeting would be needed in order to have a final draft report completed before the 9/30/20 deadline. Another meeting was scheduled for 9/29/20 at 10 am.

Next Steps:

- Next 2 work group meetings finalize the report
- Lisa Veldran will work on drafting an initial resolution and assist in formatting the final report

Ald. Donna Moreland left at 2:21 p.m.

Present: 3 - Grant Foster; Patrick W. Heck and Max Prestigiacomo

Excused: 2 - Arvina Martin and Donna V. Moreland

UPCOMING MEETING DATES / TOPICS

An additional meeting was added to the schedule:

**Thursday, September 17
12:30 pm
Finalize Draft Final Report**

**Tuesday, September 29
10 am
Finalize Draft Final Report**

ADJOURNMENT

The meeting adjourned at 2:53 p.m. with no objection from the members present.