

Ad Hoc Communications Committee

Wednesday, August 19, 2020 – 6:00 PM

City Hall, Council Chambers

**Committee Members** – Chairperson Fesenmaier, Alderman Flower, Jay Fairbanks, Scott Gelzer, and Mary Sibbing

*Task: City Council adopted Resolution 20-R37 on May 11, 2020 to establish a temporary committee as follows: WHEREAS, there is a need to form an Ad Hoc Committee on Communications to review, develop and recommend opportunities and systems to provide increased communications to the public with respect to city business and opportunities. Goals of the Committee include means to accomplish increased communications through existing committee structures or new committees if necessary; taking advantage of new technology and products to make communications more efficient and timely; establishment of responsibilities for increasing communications and measurements to evaluate the effectiveness of communications; and establish policies and procedures to guide future communications by the City to the public.*

1. Call to Order by Chairperson
2. Roll Call
3. Comments from the public as allowed by Wis. Stats. 19.84(2), NOT limited to items on this agenda. Comments will be limited to 5 minutes.
4. Approval of previous meeting minutes from July 29, 2020
5. Report out action research (Google doc)
6. Future research.
7. Recommendations to City Council
8. Set next meeting date
9. Adjourn

MEETING MINUTES  
CITY OF LAKE GENEVA AD-HOC COMMUNICATIONS COMMITTEE  
WEDNESDAY JULY 29, 2020 6:00 P.M. LAKE GENEVA CITY HALL

Chair Alderperson Mary Jo Fesenmaier called the meeting to order at 6:01 PM. Present were public members Jay Fairbanks, Mary Sibbing, and Scott Gelzer and Chairperson Fesenmaier. Committee member Ald. Cindy Flower was also present. City Administrator David Nord was absent. Others in attendance included Mayor Charlene Klein and Ald. John Halverson.

There were no comments from the public.

The minutes from the Committee's July 8<sup>th</sup> meeting were reviewed. On a motion from Mary Sibbing and seconded by Jay Fairbanks, the minutes were unanimously approved.

Chair Fesenmaier reminded the committee of Council Resolution 20-R37 which comprises the charge to the ad-hoc committee. Led by Chair Fesenmaier, Committee members briefly discussed "Nixle" (text and/or email) and other existing vehicles for communications. Also, the current website does have a form for residents to submit questions and issues to appropriate City officials.

The committee is using a "Google Doc" to discuss and report out ideas about communications. Chair Fesenmaier led the committee through a review of the various portions of action research completed since the last meeting. Following were areas of conversation:

- ☼ What goal(s) do we seek to achieve through improved and intentional two-way communications between the City of Lake Geneva and its residents? The committee reviewed a link that suggested that a model that improved "resident engagement" may hold promise.
- ☼ What tools can we employ? Committee member Fairbanks suggested the committee work on a matrix of existing media that can be employed to communicate.
- ☼ How can the existing City website be improved? Committee member Sibbing will reach out to one or two municipalities for a future consultation with the committee on how their models work. There may also be an opportunity to seek ideas from the League of WI Municipalities. She mentioned Minneapolis and Seattle.
- ☼ How can we improve existing communications channels? Suggestions included a program guide and user-friendly information for the City TV access channel, a weekly ad in the Regional News, an electronic sign in front of City Hall or another prominent location, coordinated promotion through existing electronic signs, re-directing Nixle to a broader menu of choices for resident sign-up, a Google-style upgrade to the City calendar, town hall meetings, including outreach to Spanish-speaking residents, broadening use of Zoom or a similar platform to promote public comments and a City website upgrade.

There is an effort to review and evaluate the City website; the Committee expressed interest in learning more about this work.

Moving to future research, the Committee decided it would like to hear from model municipal website representative(s), possibly at its September meeting. Mary Sibbing will seek leads for this possibility. Jay Fairbanks will provide additional information on a "matrix" of social media approaches. Everyone will visit identified model websites and note ideas; updates will be added to the Google Doc as needed. Smaller communities are

represented in the list of websites provided by Dave Nord. Scott Gelzer will take a preliminary look at the use of apps to promote engagement.

As the Library responded favorably to coordinating messages on its electronic sign, a motion was made by Ald. Fesenmaier and seconded by Ald. Flower that staff develop a policy on coordinating messages with the LGPL. The motion passed unanimously and will be recommended to the City Council.

The Committee's next meeting date was set for Wednesday August 18, 6:00 PM at City Hall. Chair Fesenmaier and Ald. Flower thanked the committee for its work.

There was no further business. On a motion by Scott Gelzer, seconded by Mary Sibbing, the committee unanimously approved adjournment at 7:30 PM.

Ad Hoc Communications Committee  
 Research Links and Information

Hispanic Access	Mary Jo	
League of WI Municipalities & other possible resource groups	Scott Gelzer, with Dave Nord	<p><a href="https://www.cobaltcommunityresearch.org/engagement-models.html">https://www.cobaltcommunityresearch.org/engagement-models.html</a></p> <p>Defines “stages of engagement”, which may be a bit beyond the Ad-Hoc Committee’s charge, but nonetheless resident engagement is a result of effective communications. <u>Note-</u> the language is business-oriented, i.e., uses “customers”. This info is via a link from the <i>League of WI Municipalities</i> website. Scroll down the page to stages of engagement.</p> <p><a href="https://www.lwm-info.org/1576/Examples-of-Municipal-Communications">https://www.lwm-info.org/1576/Examples-of-Municipal-Communications</a></p> <p>Sample of video communications on the topic of COVID_19; see the River Falls Mayor 90 second video. Again, this is from the League of WI Municipalities.</p> <p><a href="https://medium.com/@BloombergCities/4-strategies-that-are-defining-the-future-of-city-communications-4ff43fbde975">https://medium.com/@BloombergCities/4-strategies-that-are-defining-the-future-of-city-communications-4ff43fbde975</a></p> <p>Quite a bit of jargon, some of the examples are big city, still an interesting read for context. An interesting segment talks about honing a City’s “listening skills”. One notable piece is how residents use an app called NextDoor and share responsibility with local governments.</p> <p><a href="http://mrsc.org/Home/Explore-Topics/Governance/Citizen-Participation-and-Engagement/Communication-and-Citizen-Participation-Techniques.aspx">http://mrsc.org/Home/Explore-Topics/Governance/Citizen-Participation-and-Engagement/Communication-and-Citizen-Participation-Techniques.aspx</a></p> <p>This is a rather long overview of various techniques used to involve and engage</p>

		<p>residents. Variations on several were used in the recent City Comprehensive Plan process. There are examples to assist with resolving conflict, training planning teams, and a wide array of techniques to involve people.</p> <p>TOWNHALL ideas</p>
General Comm	Scott	<p>Next Door app Creating a Lake Geneva only group</p>
Library Display Sign	John	<p>See forwarded email; Different location Small ad in Reg'l New weekly</p>
	Mary	<p><a href="http://www.seattle.gov">www.seattle.gov</a></p> <p><a href="http://www.minneapolismn.gov">www.minneapolismn.gov</a></p> <p>Language translator</p>
	Dave Nord	<p>Bayside, Wisconsin (population 4,000) <a href="https://www.bayside-wi.gov/">https://www.bayside-wi.gov/</a> Riverside, Illinois (8,915) <a href="https://www.riverside.il.us/">https://www.riverside.il.us/</a> Nantucket, Massachusetts (11,327) <a href="https://www.nantucket-ma.gov/">https://www.nantucket-ma.gov/</a> Oak Island, North Carolina (8,000) <a href="https://www.oakislandnc.com/">https://www.oakislandnc.com/</a></p>
Check out City of Lake Geneva's Nixel App	all	
County site - RSS Feed	All Dave?	<p><a href="https://www.co.walworth.wi.us/list.aspx">https://www.co.walworth.wi.us/list.aspx</a></p> <p>Similar to Village of Bloomingdale, IL Civic Plus</p>
Google calendar for City website	Mary Jo	Does Outlook have the same capabilities?

COW and Committees - unlimited agendas	Mary Jo	Action Request Form (not a fillable form)
Current City-resident communication links		<p>1) City Hall email and Nixle alerts: <a href="https://www.cityoflakegeneva.com/alerts">https://www.cityoflakegeneva.com/alerts</a></p> <p>2) Citizen Action Request Form <a href="https://www.cityoflakegeneva.com/index.asp?SEC={2E083B4E-2F03-407B-A908-E79B05E50395}&amp;Type=QUICKFORM">https://www.cityoflakegeneva.com/index.asp?SEC={2E083B4E-2F03-407B-A908-E79B05E50395}&amp;Type=QUICKFORM</a></p> <p>3) This link is labelled “Announcements” under Government heading &amp; leads to Quorum Notices for meetings. <a href="https://www.cityoflakegeneva.com/index.asp?SEC=28ACF2D9-C31A-42E6-BADC-47FB2FAB1DBF&amp;Type=B_BASIC">https://www.cityoflakegeneva.com/index.asp?SEC=28ACF2D9-C31A-42E6-BADC-47FB2FAB1DBF&amp;Type=B_BASIC</a></p>
Social Media person?? Melding together different calendars inside and out of the City		
Interacting/Engaging with residents and those who contact the City		
How Public participates in meetings?		<p>Zoom; Go to Meeting</p> <p>Live Broadcasts such as Vimeo</p>
No caller ID on outgoing calls from City Hall?	Cindy	
Cell towers - reception	resident	

Cable and Internet city-wide access	resident	
Send notices (by snail mail to support the postal employees) regarding AFFECTED only (within a certain distance similar to Planning Dept.) street improvements and a contact name for questions	resident	
COVID info and testing on our City website	resident	
Technology Committee; City Policies	staff	
<a href="https://www.lwm-info.org/744/League-Staff">https://www.lwm-info.org/744/League-Staff</a> Gail Sumi and her profile. Email is gsumi@lwm-info.org	Scott	