

Ad Hoc Communications Committee

Wednesday, July 29, 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 8, 2020
5. Report out action research.
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 8, 2020 6:00 P.M. LAKE GENEVA CITY HALL

Chair Alderperson Mary Jo Fesenmaier called the inaugural meeting to order at 6:02 PM. Present were public members Jay Fairbanks, Mary Sibbing, and Scott Gelzer and Chairperson Fesenmaier. Alderperson Cindy Flower was absent. Also present was City Administrator Dave Nord. Others in attendance included Mayor Klein and Ald. Halverson.

There were no comments from the public. This being the first meeting, there were no previous minutes. Scott Gelzer was nominated by Mary Sibbing to serve as Secretary, seconded by Jay Fairbanks. The motion to elect Mr. Gelzer passed unanimously.

Chair Fesenmaier called the committee's attention to a standing (previous) City Council Communications Committee. This committee was principally focused on public access cable TV and the City's website. Links to previous minutes and a newsletter from Fairfield CT were also included as exhibits.

The next topic was Council Resolution 20-R37 which comprises the charge to the ad-hoc committee. We are to..."review, develop and recommend opportunities and systems..." to improve communications to the public. Committee discussion and the Committee Chair clarified that the charge is to study and recommend improvements to City of Lake Geneva communications to and from the public.

The Chair asked for suggestions as to next steps. There were questions about current City engagement via social media. City Administrator Nord provided a handout indicating major social media involvement by City Departments, Fire, Police, the Library and City government itself. Facebook is the most frequently used and followed by the public. The Police Department has the highest use and connection (12,000 followers) and the Library also has a great deal of social media traffic. Mr. Nord observed that there are many effective ways to communicate beyond calling City Hall. The Committee was also briefed on a relatively new "opt in" texting service called Nixle. A person can elect to receive text or email updates from the City and/or departments. <https://www.nixle.com/> Mayor Klein asked the reporter from the *Regional News* to consider publishing information on Nixle.

The committee reviewed next steps. Are there organizations or local governments that are role models? The committee will research leads, using groups such as the League of WI Municipalities to start. Mr. Fairbanks suggested a focus on Spanish language channels. Ms. Sibbing shared she thought Minneapolis was a model. Mr. Gelzer will connect with Administrator Nord to discuss possible resources. We have the Fairfield CT newsletter. Everyone will look into possible models and ideas for discussion at the next meeting.

An email received by the Mayor contained a resident's idea about an electronic sign for City Hall. The committee reviewed this approach. Can we post messages on existing electronic signs? The Library and Badger High School are two examples. Mr. Nord will look into cost of an electronic sign and organizations with existing signs will be consulted as well.

After discussion the committee determined that its date for reporting back is our next meeting, tentatively on July 22, 2020, 6PM. On a motion by Mr. Gelzer, and seconded by Ms. Sibbing, the committee voted unanimously to adjourn the meeting at 6:45PM.