

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.