



City of Lake Forest Park
City Council Communications Committee
Monday, April 25, 2016
4:30 p.m.
Lake Forest Park City Hall
Lake Forest Room
17425 Ballinger Way NE
PROPOSED AGENDA

Committee Members: Phillippa Kassover, Mark Phillips

Interim Members: Catherine Stanford, Tom French

1. **Call to Order - 4:30 p.m.**
2. **Adoption of Agenda**
3. **Adoption of Meeting Notes - March 21, 2016**

Documents: [COUNCIL COMMUNICATIONS COMMITTEE DRAFT NOTES_2016-03-21.PDF](#)

4. **Committee Discussion Topics**
 1. Outline for May 5 2016, Town Hall Meeting
 2. Strategic Plan Outreach/Information
 3. Citywide Communications Plan
 4. Membership and Governance Discussion
5. **Adjourn - 6:00 p.m.**

DRAFT

**Council Communications Committee Notes
Lake Forest Room
March 21, 2016**

Councilmembers Present: Catherine Stanford, Deputy Mayor; Mark Phillips, Councilmember; Phillippa Kassover, Councilmember

Councilmembers Absent: Hilda Thompson (excused by consensus)

Staff Present: JoAnne Trudel, Deputy City Clerk

Visitors: 4

Deputy Mayor Stanford called the meeting to order at 4:33 p.m. and welcomed members of the public, including students from a local high school civics class.

The agenda was approved by general consensus.

Citywide Communications Plan

Committee members discussed working jointly with the City Administration on the Citywide Communications Plan, noting it is not just the City Council Communications Plan. Discussion included examples of other cities' communications plans; developing a framework of the draft plan, including timeline and milestones; and target audiences.

There was brief discussion of the City's website as compared with those of other cities.

There was consensus the next step would be to prepare a more refined outline of draft elements of a communications plan put together by Cmbr. Kassover, in collaboration with Cmbr. Phillips.

The committee requested information about the cost of website redesign with the current website vendor and what functionality would come with a redesign.

City Council Webpages

Committee members discussed various observations about the current City Council webpages, including the need for clarity; user-friendly language; more information from each Councilmember regarding regional interests; additional information about regional committees and, possibly, links to those committees' webpages; informational updates following a Council meeting, and posting information about upcoming topics to be considered by Council during the upcoming quarter.

Cmbr. Phillips noted it would be helpful to know what thinking staff is doing in regard to the webpage, Council pages, etc.

Deputy City Clerk Trudel noted the staff-based Communications Committee has identified several possible projects to work on in the coming year and forwarded them to the City Administrator for direction. The list includes updating the website and boosting the content/programming for the cable channel.

Deputy Mayor Stanford noted the Council will set policy through the strategic planning process and will need to look at resources during the budget process.

Town Hall Meetings

Cmbr. Phillips suggested a transportation focus for the next Town Hall meeting. Discussion followed.

There was a brief mention of the current City map, which is several years old. Deputy City Clerk Trudel noted updating the City map is another item the staff Communications Committee has discussed as a possible project.

There was consensus of the Councilmembers present to recommend the next Town Hall meeting be held on Thursday, May 5, 2016, time to be determined.

Discussion briefly turned to a policy for responding to citizen emails, beyond what is included in the Governance Manual. There was consensus if the topic dealt with policy or Council action, the City Council could respond; if the topic was of an operational nature, the City Administrator would respond. Additional brief discussion followed regarding the text of the autoreply citizens receive when sending an email to the Council. Cmbr. Kassover offered to review the current language and propose changes.

Future topics for the Committee:

- Newsletter
- Communications Plan
- Answering email notes to Council

There being no further business, the meeting was adjourned at 5:45 p.m.

Respectfully submitted:

JoAnne Trudel
Deputy City Clerk