

**Council Communications Committee Notes**  
**Lake Forest Room**  
**April 25, 2016**

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

**Councilmembers Absent:** None

**Staff Present:** JoAnne Trudel, Deputy City Clerk

**Visitors:** 2

Deputy Mayor Stanford called the meeting to order at 4:34 p.m.

The agenda was approved by general consensus.

**Outline for May 5, 2016 Town Hall Meeting / Strategic Plan Outreach/Information**

Members reviewed a proposed Town Hall communications plan prepared by Cmbr. Kassover, which included an outreach schedule, primary target audiences, agenda, and key messages. Discussion followed regarding preparation of a PowerPoint presentation, poster boards, and the engagement of participants in identifying support, or not, of items from the draft Strategic Plan such as ongoing services and items on the policy wish list.

Additional discussion included timing of newsflashes, preparation of an article for the *Shoreline Area News*, outreach to City boards/commissions/committees, ensuring adequate time for the Question & Answer period, and having a councilmember at each of the poster board stations to scribe citizen comments.

It was noted that, after the Town Hall, councilmembers could continue outreach about the draft Strategic Plan by making presentations at various community meetings.

**Citywide Communications Plan**

Cmbr. Kassover will forward a draft plan she has been working on to Cmbr. Phillips.

Deputy Mayor Stanford suggested a whole meeting be devoted to the discussion after the Town Hall is finished.

**Membership and Governance Discussion**

Deputy Mayor Stanford noted Cmbr. Kassover has expressed interest in being the chair of the committee. There was unanimous support for the proposal.

Deputy Mayor Stanford noted she will step back from the committee, given a chair has been appointed. Cmbr. French noted he is glad to fill in and help as needed, then excused himself from the meeting at 5:20 p.m.

Discussion returned to the subject of the Citywide Communications Plan, including meeting jointly with the staff-based Communications Committee and working on the plan jointly with the administration.

At this time, there was consensus of those present to approve as presented the notes from the March 21, 2016 meeting.

There being no further business, the meeting was adjourned at 5:29 p.m.

Respectfully submitted:



JoAnne Trudel  
Deputy City Clerk

Approved May 23, 2016