

**Council Communications Committee Notes**  
**Lake Forest Room**  
**May 23, 2016**

**Councilmembers Present:** Phillippa Kassoover, Chair; Mark Phillips, Councilmember; Tom French, Councilmember

**Also Present:** Deputy Mayor Stanford (arrived 5:05 p.m.)

**Councilmembers Absent:** None

**Staff Present:** Pete Rose, City Administrator; Frank Zenk, Public Works Director; Aaron Halverson, Environmental Programs Manager; JoAnne Trudel, Deputy City Clerk

**Visitors:** 3

Chair Kassoover called the meeting to order at 4:30 p.m. and noted the addition of two items to the agenda: Consideration of Tasks for an Intern and the Council Webpage.

**Approval of Agenda**

*French moved, Phillips seconded, to adopt the agenda as amended. The motion carried unanimously.*

**Approval of Meeting Notes – April 25, 2016**

*Phillips moved, French seconded, to approve the meeting notes of April 25, 2016 as presented. The motion carried unanimously.*

**Review Town Hall Event on May 5, 2016**

Members discussed the recent Town Hall meeting, including:

- Additional background on the strategic plan could have been helpful for members of the public who had not attended any of the previous strategic plan meetings;
- The meeting was a good interim step toward plan adoption;
- Information compiled from the meeting will be helpful to Council;
- More clarification of the color coding might have been helpful;
- A lot of information was presented.

**Consideration of Tasks for an Intern**

City Administrator Rose presented this item, noting the Council Budget & Finance Committee recently considered a request for two temporary intern positions: one for engineering and one to help with the work plan, including, in part, items to assist the Council Communications Committee, such as:

- Web content development;
- Next steps in social media;
- Development of cable channel content.

Discussion followed.

### **Review Draft Communications Plan**

The Committee reviewed and discussed the latest update to the draft Communications Plan. Discussion included:

- Roles of the Council and the Administration;
- What “decentralized” communication could look like;
- Addition of local businesses to the Target Audience section (suggested by Staff Member Halverson);
- Value of a communications audit and communications training;
- Council-related initiatives versus what the City Administration is working on;
- Talking Points.

City Administrator Rose responded to questions.

There was consensus of the group that the next step is for the Administration to review the plan and today’s discussion and get back to the Committee prior to the June meeting.

### **Council Webpage**

Deputy Mayor Stanford noted she took screen shots of the Council pages on the website and made notes on them, which she will pass along to the Committee.

### **Next Town Hall**

Timing and topics, specifically transportation, for the next Town Hall meeting were briefly discussed. It was noted Sound Transit will make a decision by June 23, 2016 regarding the future of the ST3 project as a ballot measure. It was also noted that June is already busy with Council meetings and it likely would not be feasible to hold a Town Hall prior to the 23<sup>rd</sup>. Members discussed that ST3 anticipates having outreach components that could be the topic of a Town Hall meeting, and that the Council’s outreach efforts could be shared with the City Engineer’s outreach.

### **Public Engagement**

Chair Kassover mentioned the flyer from the International Association for Public Participation Spectrum of Public Participation document as a tool to reference for good information.

There being no further business, the meeting was adjourned at 5:47 p.m.

Respectfully submitted:



JoAnne Trudel  
Deputy City Clerk