

**Council Communications Committee Notes**  
**Lake Forest Room**  
**July 7, 2016**

**Councilmembers Present:** Phillippa Kassover, Chair; Mark Phillips, Councilmember

**Councilmembers Absent:** Tom French

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

**Visitors:** 1

Chair Kassover called the meeting to order at 4:35 p.m.

**Approval of Agenda**

*Phillips moved, Kassover seconded, to adopt the agenda as amended. The motion carried unanimously by those present.*

**Approval of Meeting Notes – May 23, 2016**

*Phillips moved, Kassover seconded, to approve the meeting notes of May 23, 2016 as presented. The motion carried unanimously by those present.*

**Review Social Media Policy: Resolution 1409, passed March 2014**

Chair Kassover noted she attended the staff Communications Team meeting held earlier today.

Members briefly discussed various sections of the Social Media Policy.

**Chair's Report from Meeting with Administration's Communications Team**

Chair Kassover noted the staff Communications Team will discuss the current Social Media Policy, as it hasn't been updated since it was adopted. She noted there was consensus that the Policy should be reviewed every 2-3 years.

She noted there was a good discussion of the use of the newsflash module, including the types of information that is released via newsflash and the possibility that information could be saved up and released once a week, so those subscribing to the newsflash notifications are not inundated with emails throughout the week.

There was Communications Committee support for the compilation approach to newsflashes.

Chair Kassover reported on the statistics on the number of followers for the various social media outlets the City currently uses.

Discussion turned to the website, and a list of agencies using the current CivicPlus platform was distributed by Deputy City Clerk Trudel. Brief discussion included a neighboring city's "council corner" on its website, and whether other website vendors are being researched. Deputy City Clerk Trudel

responded that there is not enough time to research other vendors before the budget proposals are due.

**Gain Input from Committee on Specific Council Communications Needs for Inclusion in Draft Communications Plan**

Chair Kassover reported she believes the focus of the Committee's work on the draft Communications Plan needs to be shifted to the introduction, guiding principles, and target audiences.

Discussion included options for boosting the video content on the website and social media:

- Reach out to Shorecrest High School regarding help with creating videos
- Using videos created by other agencies
- Possibility of receiving video training from the cable franchisees and possibly checking out equipment from them

Discussion turned to communication of information including:

- Strategic Plan
- Safe Streets Study
- Budget process
- Parks Task Force findings
- Upcoming Council policy
- Public hearings, public meetings

Chair Kassover will spend more time working on the draft plan following these discussions and will run it by the other Committee members for review. She also noted she thinks social media should be left to the administration and staff.

**Upcoming Meeting Schedule**

The July, August, and September meeting schedule was discussed and decided upon, as follows:

- Regular meeting of July 25, 2016 – canceled
- Regular meeting of August 22, 2016 – rescheduled to August 15, 2016
- Regular meeting of September 19, 2016 - canceled

There being no further business, the meeting was adjourned at 5:40 p.m.

Respectfully submitted:



JoAnne Trudel  
Deputy City Clerk