

Council Communications Committee Notes
Lake Forest Room
August 15, 2016

Councilmembers Present: Phillippa Kassover, Chair; Tom French, Mark Phillips

Councilmembers Absent: None

Staff Present: JoAnne Trudel, Deputy City Clerk

Visitors: 2

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

Approval of Agenda

Chair Kassover noted an addition to the agenda: Review Examples of Websites on New Platform

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

Report on Budget Process for Website Redesign Proposal

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

Deputy City Clerk Trudel reviewed the budget proposal for redesign of the City website.

Discussion of the proposal included:

- Planning ahead for a redesign in four years, regardless whether the guaranteed redesign option with CivicPlus goes forward
- Potential for use of the CivicSend feature
 - Council Communications
 - Administration Communications
 - Policy considerations

Review Examples of Websites on New Platform

Deputy City Clerk Trudel gave a presentation of agency websites currently using the new CivicPlus platform proposed in the website redesign budget request.

Discussion included:

- Potential improvement of the City Council agendas
- New platform is graphically intensive
- Development of basic standards, such as size of documents to be downloaded by users
- More specifics requested on the redesign process

Review Current Draft of Communications Plan

Committee members reviewed the current draft of the Communications Plan, with emphasis on the “goals and strategies” and “actions” sections.

Discussion included:

- Use of surveys
- Lack of two-way communication can create silos
- Review of communications policies and procedures, tools and strategies, including education for Council
- Fine tuning the plan, to include creating an Appendix and moving “Current Communications Tools” to the Appendix
- Scheduling the item for consideration at a future Committee of the Whole meeting

Upcoming Meeting Schedule

- Regular meeting of August 22, 2016 – rescheduled to today
- Regular meeting of September 19, 2016 – canceled
- Regular Meeting of October 24, 2016 – no changes

Approval of Meeting Notes – July 7, 2016

French moved, Phillips seconded, to approve the meeting notes of July 7, 2016 as presented. The motion carried unanimously.

There being no further business, the meeting was adjourned at 6:10 p.m.

Respectfully submitted:



JoAnne Trudel
Deputy City Clerk