

**Council Communications Committee Notes**  
**Lake Forest Room**  
**July 24, 2017**

**Committee Members Present:** Phillippa Kassover, Chair; Tom French, Mark Phillips

**Committee Members Absent:** None

**Staff Present:** Frank Zenk, Deputy City Administrator; JoAnne Trudel, Deputy City Clerk

**Visitors:** 3

Chair Kassover called the meeting to order at 4:30 p.m.

**Approval of Agenda**

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

**Approval of Meeting Notes – June 19, 2017**

*Phillips moved, French seconded, to approve the meeting notes of June 19, 2017 as presented. The motion carried unanimously.*

**“Big Five” Speakers’ Bureau**

Committee Members identified and discussed addressing the following groups for a speakers’ bureau to provide information about the “Big Five” projects:

- PTAs at Brookside Elementary and Lake Forest Park Elementary
- Lake Forest Park Rotary
- Senior Center
- Neighborhood groups
- Block Watch
- GovWatch (Chair Kassover to follow up with City Administrator Rose)
- Civic Club and Sheridan Beach Club
- Lake Forest Park Citizens Commission
- Garden Clubs
- Lake Forest Park Water District and its Advisory Board

The Committee also discussed the idea of issuing an invitation (via a Newsflash on the website) for persons interested in forming a group in a neighborhood to receive a presentation. It was recommended thought should be given regarding how such meetings would be coordinated and a timeframe for submitting requests. There was also discussion of repeating the Town Hall on a weekend.

Discussion followed about the potential for confusion between the speakers’ bureau presentations and formal outreach performed by the consultants on the “Big Five” projects. There was concern that citizens could be under the impression that offering feedback on projects during a speakers’ bureau presentation is considered formal feedback as part of the official outreach process.

There was consensus to hold moving forward on a speakers' bureau and wait for the public outreach dates to be identified by the consultants on the projects.

### **Website Improvements – Council Pages**

The Committee reviewed council pages for the cities of Shoreline, Kirkland, Issaquah, and Redmond. There was general consensus that the City of Shoreline council pages contain most, if not all, of the information that would be good to include on the updated Lake Forest Park council pages after the redesign launch at the end of August.

There was mention that linking to PDF documents be kept to a minimum, if possible, as the preference is for information to be contained within the webpage itself. Mention was also made that information about the City's form of government could be placed more prominently on the Council home page.

There was consensus that most, if not all, of the desired information is currently available on the City's website, it just needs to be better organized.

Deputy City Clerk Trudel noted that changes to the Council pages will very likely not be possible until after she and the web team have received training from CivicPlus, and she has had the chance to train the remaining website content managers. She noted content manager training is being scheduled for the first two weeks of September.

It was noted it would be good to have a mockup of the revised Council pages to review at a Committee of the Whole meeting in the fall.

Deputy City Administrator Zenk noted that the staff time required to work on and maintain this project is likely more than it initially seems, and availability of staff resources is a consideration.

### **Review August and September Meeting Schedule**

Due to schedules, there was consensus to cancel the August 21 and September 25 regular meetings and to schedule a special committee meeting at 6:00 p.m. on Thursday, September 28, 2017.

### **Other Business**

At this time, comments were taken from visitors.

### **Adjournment**

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

Respectfully submitted:



JoAnne Trudel  
Deputy City Clerk