



**City of Lake Forest Park
City Council Communications Committee
Monday, April 24, 2017**

4:30 p.m.

**Lake Forest Park City Hall
Lake Forest Room
17425 Ballinger Way NE
MEETING AGENDA**

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

4:30 p.m. **Call to Order**
Adoption of Agenda
pp 2-3 Approval of Meeting Notes – February 27, 2017

Committee Discussion Topics

p 4

1. Topics for Potential Town Hall
2. Review draft of Major Project Communications Plan for discussion at May Council retreat
3. Status report on website redesign project
4. Review upcoming meeting schedule
 - a. May 22, 2017
 - b. June 19, 2017
 - c. July 24, 2017
 - d. August 21, 2017

6:00 p.m. **Adjourn**

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Council Communications Committee Notes
Lake Forest Room
February 27, 2017

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

Councilmembers Absent: None

Staff Present: Pete Rose, City Administrator; JoAnne Trudel, Deputy City Clerk

Visitors: 2

Chair Kassover called the meeting to order at 4:32 p.m.

Approval of Agenda

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

Approval of Meeting Notes – November 21, 2016

Phillips moved, French seconded, to approve the meeting notes of November 21, 2016 as presented. The motion carried unanimously.

Consider Standardized Email Signature for City Council Email

At the request of Chair Kassover, Deputy City Clerk Trudel provided background on the item, noting it was developed and approved by the staff Communications Team for staff use citywide. She further noted the intended purpose of the signature is to help provide consistency, ensure that all outgoing emails contain the “public record” reference, and help promote the City’s social media tools (clicking on the Facebook, Twitter, and Instagram icons in the signature links directly to the City’s social media accounts).

French moved, Phillips seconded, to forward the standardized email signature to the full Council and to recommend a standardized font be used. The motion carried unanimously.

Review Staff-recommended Updates to Social Media Policy for Referral to Whole Council

The proposed updates were reviewed by the Committee.

French moved, Phillips seconded, to forward the updated Social Media Policy to the full Council and to schedule the item on a City Council agenda. The motion carried unanimously.

Status Report on Website Redesign Project, including Plans for Inclusion of a Council Page and Improved Public Access to Resolutions

At the request of Chair Kassover, Deputy City Clerk Trudel provided an update on the website redesign project. She noted the “go live” date is August 31, 2017, and that a design meeting with CivicPlus is scheduled later this week. She further noted designing a Council page is not necessarily a function of the

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1 redesign, as pages can be created and updated currently; however, updating pages will be easier after
2 the website is migrated to the newer platform.

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4 Topics of discussion included:

- 5 • City Council page
 - 6 o Update regularly
 - 7 o Place for a voice of the council
 - 8 o Need for parameters and editorial oversight with guidelines for what would and would
9 not be posted
 - 10 o Provide information about upcoming items and topics to be considered by the Council
 - 11 o Impact on staff to maintain the page
- 12 • Access to resolutions
 - 13 o Too hard to find on current website
 - 14 o Update placement of resolutions to accomplish a more direct path to reach them
 - 15 o Possibility of adding the resolution index to the website
- 16 • Need to analyze and improve website navigation

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18 **Strategy for Presenting Council Communications Plan to Whole Council at March Retreat**

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20 Chair Kassover indicated she spoke with Deputy Mayor Stanford, who suggested the item be a
21 discussion topic during the Friday evening portion of the Council Retreat scheduled for March 10 and 11,
22 2017.

23
24 Discussion topics included:

- 25 • Chair Kassover will present the item to the full Council at the Friday evening meeting
- 26 • Council expectations should not exceed available staffing and funding
- 27 • Recognition in the plan of the need for communications training
- 28 • Review of the Governance Manual in terms of how it addresses Council communications

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30 **Upcoming Meeting Schedule – March – June 2017**

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32 The Committee and staff reviewed the upcoming meeting calendar and noted their availability:

- 33 • March 20, 2017 (Cmbr. Phillips not available)
- 34 • April 24, 2017
- 35 • May 22, 2017 (Chair Kassover may not be available; Deputy City Clerk Trudel not available)
- 36 • June 19, 2017

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38 **Adjournment**

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40 There being no further business, the meeting was adjourned at 5:30 p.m.

41
42 Respectfully submitted:

43
44
45 JoAnne Trudel
46 Deputy City Clerk

DISCUSSION ITEM 2

Lake Forest Park 2017-2019 Major Project Communications Plan

April 2017 FIRST DRAFT

1. Each project will need an ongoing web-page with frequent updates (see Safe Streets as an example)
2. Each project will need frequent articles posted to local media and included in the city newsletter
3. Some projects would benefit for localized Council Member/neighborhood listening sessions/discussions
4. Town Halls and online polls/comment requests can be used for community education and engagement as follows:

Town Center – Potential Town Halls

Developing a Vision

Identifying Bike/Pedestrian Routes & Connections

Discussing Transit Oriented Development/Urban Village/Town Center Planning

Healthy Creeks – Potential Town Halls/Public Education Sessions

Healthy Creeks Study

Ballinger/35th Intersection/Realignment of Roads & Uses

Improve Quality of Water & Support Diversity of Life

Parks Recreation Open Space and Trails – Potential Town Halls/Discussions

Demographic Data & Trends

_____ Forest Park – what about the Lake?

String of Pearls Connections

Connection with Neighboring Cities