



**City of Lake Forest Park  
City Council Communications Committee**

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

**Committee Discussion Topics**

1. "Big Five" Speakers' Bureau
  - a. Update on groups and dates
  - b. Plan for neighborhood outreach and scheduling
2. Website Improvements
  - a. Review of neighboring cities' best practices
3. Meeting Schedule for August and September –meetings are currently scheduled for 8/21 and 9/26

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

DRAFT

## Council Communications Committee Notes

### Lake Forest Room

### June 19, 2017

## **Councilmembers Present:** Phillipa Kassover, Chair; Mark Phillips

**Councilmembers Absent:** Tom French

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

Visitors: 3

Chair Kassover called the meeting to order at 4:31 p.m.

### **Approval of Agenda**

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

## Approval of Meeting Notes – May 22, 2017

*Phillips moved, Kassover seconded, to approve the meeting notes of May 22, 2017 as presented. The motion carried unanimously.*

## Debrief on June 12, 2017 Town Hall

Chair Kassover noted over 70 people attended the Town Hall, which was briefly summarized:

- Deputy Mayor Stanford – introduction
- Councilmembers presented information about the Big Five
  - Riddle – Safe Streets
  - Wright – Safe Highways
  - Phillips – Healthy Creeks
  - Kassover – Parks, Recreation, Open Space and Trails
  - Stanford and French – Central LFP Subarea Plan
- Approximately 20 questions were asked and responded to by Councilmembers

The Committee noted the format was good, the public was engaged, and the paper handout with funding sources was helpful. There was consensus it was a good experience for the City Council to conduct the meeting without staff present.

It was agreed that the same or similar format could be used for a future Town Hall when there is lots of information to share with the citizens.

## Review Upcoming Public Outreach for “Big Five” Projects

Chair Kassover noted she would like staff to create a master schedule of the outreach for the remaining Big Five projects. Deputy City Clerk Trudel indicated she would forward the Committee's request to the City Administrator.

1 General discussion was held regarding overlap of outreach for the projects and importance of trying to  
2 minimize public burnout. It was noted there will be approximately two years of focused meetings with  
3 the potential for outreach on two projects being scheduled during the same month or portion of a  
4 month.

5  
6 Discussion turned to that of a speaker's bureau consisting of Councilmembers and staff. Potential  
7 audiences include Rotary, PTAs, GovWatch, and neighborhood gatherings.

8  
9 City Administrator Rose noted only one of the remaining Big Five projects (Safe Highways) currently has  
10 an approved scope, although the scope for the PROS-T Plan is being worked on and should be known by  
11 mid-July.

12  
13 **Status Report on Website Redesign Project**

14  
15 Deputy City Clerk Trudel provided an update on the website redesign project. Chair Kassover talked  
16 about development of the Council pages and noted she had previously mentioned websites that contain  
17 Council pages and information she likes. Deputy City Clerk noted the redesign project is an overall  
18 upgrade of the entire website which will allow content to fit into the upgraded platform offered by the  
19 vendor and incorporate navigation best practices. She indicated staff plans to work on customizing  
20 pages after training is held on working with the upgraded platform.

21  
22 It was noted that, while the entirety of the changes desired by the Committee may not be possible, staff  
23 is confident the Council pages can be designed and contain information which better reflects a good  
24 deal of what the City Council wants its pages to contain.

25  
26 **Other Business**

27  
28 At this time, comments were taken from the three visitors.

29  
30 **Adjournment**

31  
32 There being no further business, the meeting was adjourned at 5:22 p.m.

33  
34 Respectfully submitted:

35  
36  
37 JoAnne Trudel  
38 Deputy City Clerk