



CITY OF WAUWATOSA

MARKETING AND COMMUNICATIONS ADVISORY COMMITTEE

AGENDA, WEDNESDAY, OCTOBER 18, 2017

Regular Meeting

Committee Room #1

12:00 PM

7725 West North Avenue, Wauwatosa, WI 53213

- I. Discussion and possible action on meeting minutes dated July 24, 2017
- II. Update on communications work
- III. Key Messages for 2018 and 2019 Strategic Communications Plan

**CITY OF WAUWATOSA
MARKETING AND COMMUNICATIONS ADVISORY COMMITTEE
MINUTES
MONDAY, JULY 24, 2017 6:30 PM**

Present:

Beth Fredrickson
Jill Morin
Kari Miller
Brian Meehan
Dave Paulsen
Maureen Badding
Melissa Weiss, Communications Manager

Excused:

Caitlin Moyer
Matt Stippich, Alderman

Chair Beth Fredrickson called the meeting called to order 6:35 p.m., and welcomed new member and city resident, Maureen Badding. Maureen has not been officially sworn in yet, so for this meeting she is non-voting.

1. Approval of April 24, 2017 minutes. Brian moved to approve the minutes. Jill seconded. Motion passed.
2. Discussion on Wauwatosa's Strategic Communications Plan and Key Communications Messages and Themes

The committee decided that it needed additional information and research to be better prepared to answer the question about what our key communications message and themes should be. Looking at existing research also will allow us to draw on the language people are already using to talk about Wauwatosa. Ideas for sources members agreed to explore before the next meeting include:

- 2017 -2018 Strategic Plan
- City's demographics and census information
- Visit Wauwatosa
- Tosa Farmer's Market
- Buzz Monkeys Focus Group Report (from communications audie)
- Neighborhood Association Council (NAC)
- Wauwatosa School District
- East Tosa
- Midtown Tosa
- Wauwatosa Chamber of Commerce
- Realtor Survey from 2013
- Photo contest, TosaLife
- Around the Corner with John McGivern
- Large employers: GE, Milwaukee Regional Medical Center employers

In a brief brainstorm, the committee generated the following ideas about Wauwatosa:

- Vibrant, thriving, diverse, ideally located
- River
- Historic village
- Community
- More than volunteerism
- Education
- Health care
- Tourism commission
- Economic development
- Identifiable neighborhoods: walkable
- Schools
- Variety of housing stock
- Diverse land use
- Multifaceted
- Central to skilled, unskilled workforce
- Shopping

3. Update on communications projects: Melissa updated the committee on the Wauwatosa resident newsletter, social media, new website, and TosaLife Photo Contest.

- Newly designed newsletter was distributed to positive feedback
- Launched #WeAreWauwatosa
- Public Works Department has attended public events, such as story time at the Library
- August national smiles week on social media will feature photos of staff
- Launched YouTube channel, inaugural video was explanation of 69th Street Plaza Project
- Using a time lapse camera to shoot short videos of projects, such as pedestrian bridge in Village and Saturday at the drop off center on Walnut Road.
- #TosaLife photo contest was launched
- Process continues for a new City of Wauwatosa website: “Digital city hall” request for proposal (RFP) has gone out. The target is an of March/April 1 rollout. The website will focus on users, site organization and content organization.

Jill moved to adjourn the meeting. Brian seconded. All ayes. Meeting adjourned at 8:05 p.m.

Respectfully submitted,

Kari Miller, Secretary

Next Meeting: Monday, August 21, 2017