

# CITY OF WAUWATOSA

## MARKETING AND COMMUNICATIONS ADVISORY COMMITTEE

AGENDA, WEDNESDAY, NOVEMBER 15, 2017

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**Regular Meeting**

**Committee Room #1**

**12:00 PM**

**7725 West North Avenue, Wauwatosa, WI 53213**

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### **Marketing & Communications Advisory Committee Items**

1. Minutes from the meeting of October 18, 2017
2. Update on communications work
3. Best Practices for Communication on Upcoming Public Construction



# CITY OF WAUWATOSA

## MARKETING AND COMMUNICATIONS ADVISORY COMMITTEE

MINUTES, WEDNESDAY, OCTOBER 18, 2017

Regular Meeting

Committee Room #1

12:00 PM

7725 West North Avenue, Wauwatosa, WI 53213

Attendee Name	Title	Status	Arrived
Beth Fredrickson	Board Member	Present	
Brian Meehan	Board Member	Excused	
Matthew Stippich	Alderman	Present	
Maureen Badding	Board Member	Present	
Kari Miller	Board Member	Present	
Jill Morin	Board Member	Present	
Caitlin Moyer	Board Member	Excused	
Melissa Weiss	Communications Manager	Present	

I. Discussion and possible action on meeting minutes dated July 24, 2017

Approve meeting minutes as presented

<b>RESULT:</b>	<b>APPROVE [UNANIMOUS]</b>
<b>MOVER:</b>	Matthew Stippich, Alderman
<b>SECONDER:</b>	Maureen Badding, Board Member
<b>AYES:</b>	Fredrickson, Stippich, Badding, Miller, Morin
<b>EXCUSED:</b>	Meehan, Moyer

II. Update on communications work

Update on communications work - Melissa Weiss

- Helped Jim Archambo, city administrator, and John Ruggini, finance director, prepare budget presentations
- Completed fall newsletter: focus on public safety
- Managed public outreach on 2018 construction; public meetings and YouTube video
- Hired Vision Internet to create city website. Committee provided input on key characteristics of the site. This project is Melissa's key focus in the next months. Beth and Jill agreed to be "on-call" reviewers and a sounding board if Melissa should need quick turn-around input or feedback.

III. Key Messages for 2018 and 2019 Strategic Communications Plan

Committee members provided input in three areas:

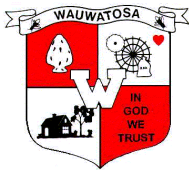
- Best part of life in Wauwatosa

Wauwatosa City Regular Meeting  
Oct. 18, 2017  
12:00 PM

- Characteristics of Wauwatosa
- Key message ideas

Kari Miller  
Secretary

CITY OF WAUWATOSA  
MEMO



To: **Marketing and Communications Advisory Committee**

From: **Melissa Weiss**

Date: **November 10, 2017**

Subject: **Best Practices for Communication on Upcoming Public Construction**

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**A. Issue**

The city undertakes road reconstruction and utility reconstruction initiatives when appropriate. Staff seeks input from the Marketing & Communications Advisory Committee on best practices on communication with the public leading up to and during a construction project.

**B. Background/Options**

For construction in 2018, staff has planned the following public outreach:

1. Letter explaining the project to impacted property owners.
2. Public outreach meetings and YouTube video of same presentation for property owners who are unable to attend the meeting at the design phase and pre-construction phase.
3. Email communication with project updates as new information becomes available.
4. Door hangers/letters for items of import to affected property owners during construction.
5. Construction updates via social media.
6. Construction milestones communication via social media.

**C. Strategic Plan (Area of Focus)**

Not applicable

**D. Fiscal Impact**

To be determined.

**E. Recommendation**

Staff recommends that the Advisory Committee members discuss and provide input on best practices for communication with the public leading up to and during a construction project.