



**CITY OF WAUWATOSA**  
**MARKETING AND COMMUNICATIONS ADVISORY COMMITTEE**  
**AGENDA • JANUARY 17, 2018**

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**Regular Meeting****Committee Room #1****12:00 PM**

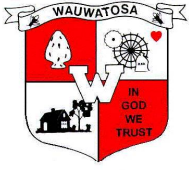
7725 West North Avenue, Wauwatosa, WI 53213

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**MARKETING AND COMMUNICATIONS COMMITTEE ITEMS**

1. Minutes from the meeting of November 15, 2017
2. Membership Update
3. Communications Updates
4. Progress towards implementing Communications Audit Recommendations

Any person who has a qualifying disability as defined by the Americans with Disabilities Act who requires the meeting or materials at the meeting to be in an accessible location or format, must contact the City Clerk at voice telephone 479-8917 or TTY 471-8484 (City Hall, 7725 W. North Avenue, Wauwatosa, Wisconsin 53213) for accommodations. Requests for accommodations for meetings should be made at least three (3) business days prior to the meeting. Every effort will be made to arrange accommodations for all meetings; so please give the City Clerk as much advance notice as possible.



# CITY OF WAUWATOSA

## MARKETING AND COMMUNICATIONS ADVISORY COMMITTEE

MINUTES, WEDNESDAY, NOVEMBER 15, 2017

Regular Meeting

Committee Room #1

12:00 PM

7725 West North Avenue, Wauwatosa, WI 53213

### Marketing & Communications Advisory Committee Items

Attendee Name	Title	Status	Arrived
Beth Fredrickson	Board Member	Present	
Brian Meehan	Board Member	Present	
Matthew Stippich	Alderman	Excused	
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	

2. Minutes from the meeting of October 18, 2017

It was moved by Ms. Badding, seconded by Mr. Meehan to approve the October 18, 2017 meeting minutes.

Ayes: 5-0

<b>RESULT:</b>	<b>APPROVE [UNANIMOUS]</b>
<b>AYES:</b>	Fredrickson, Meehan, Badding, Miller, Morin
<b>EXCUSED:</b>	Stippich, Moyer

3. Update on communications work

Ms. Weiss provided the Committee with an update:

- Website redesign going well. Using a graphic designer for visuals based on staff and committee input
- Hired a trainer to do a one-day seminar for staff in December on writing for a website
- Working with a graphic design intern from UWM
- Creating a new feature: Three Great Things - three positive, community stories to post monthly on social media

Wauwatosa City Regular Meeting  
Nov. 15, 2017  
12:00 PM

- Prepping toward development of a communication and social media strategy; tracking website analytics and social media analytics to determine public’s interest levels and future approach
- Using paid, promoted job postings on Facebook
- Launching next phase of We Are Wauwatosa campaign, which feature staff members

**RESULT: INFORMATION ONLY**

4. Best Practices for Communication on Upcoming Public Construction

Next, a committee discussion took place regarding the best practices for communication on upcoming public construction projects. In addition to the City's planned 2018 public outreach, the committee suggested that the City could also do the following:

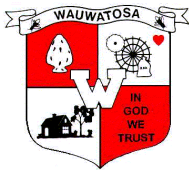
- Contact appropriate neighborhood associations to distribute information through their communication channels
- Contact the Neighborhood Association Council (NAC) for distribution of information through its newsletter
- Leverage messages that encourage neighbors to share information with their neighbors
- Research better ways to contact retail and businesses who are not property owners (likely are tenants)
- Display signage at construction sites describing the project and promoting the City’s investment in the improvement of infrastructure
- Emphasize text updates (currently available), and explore an app
- Create a page on the new website that would allow people to opt-in to a variety of communication channels that would carry information on construction updates

The meeting adjourned at 1:07 p.m. The next Marketing and Communications Advisory Committee meeting will take place on December 20, 2017 at 12:00 p.m.

**RESULT: INFORMATION ONLY**

Kari Miller  
Secretary

CITY OF WAUWATOSA  
MEMO



To: **Marketing and Communications Advisory Committee**

From: **Melissa Weiss**

Date: **January 11, 2018**

Subject: **Progress towards implementing Communications Audit Recommendations**

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**A. Issue**

In August 2016 the City of Wauwatosa received a Communications Audit and Recommendations. This is an update on the progress towards completing the top recommendations for your information.

**B. Background/Options**

The Top Recommendations from the Communications Audit are well underway. Four of the seven items are complete, two are underway, and one was determined not a viable option.

- **Hire a dedication communications professional.** Completed.
- **Hold a communications summit with Alders to kick off the strategic planning.** Completed.
- **Develop a communications plan that uses a variety of communications channels.** Underway. Anticipated completion in Spring 2018.
- **Improve the website.** Underway. Anticipated completion in Spring 2018.
- **Communicate more effectively with social media.** First round completed. Social media communications enhancements is a process that will continue indefinitely, as there is always evolving technology.
- **Make improvements to the city newsletter and better promote its availability.** Completed. Promotion will continue.
- **Develop a citywide email database to better communicate with residents.** Committee decided in 2017 to table due to limited staffing and time required to keep database up to date.

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

Not applicable.

**D. Fiscal Impact**

The costs associated with these items are funded in the city's current budget.

**E. Recommendation**

None.