



AGENDA

Communications Committee Regular Meeting

9:00 AM - Friday, March 22, 2019

City Hall Executive Briefing Room - Plaza 111, Sammamish, WA

Page		Estimated Time
	CALL TO ORDER	9:00 am
	ELECTION OF COMMITTEE CHAIRPERSON	
	PUBLIC COMMENT	
	APPROVAL OF THE MINUTES	
3 - 4	1. October 5, 2017 Regular Meeting View Minutes	
5 - 7	2. April 19, 2018 Regular Meeting View Minutes	
	TOPICS	
	3. Communications Goals for 2019	
	4. City video opportunity	
	FUTURE MEETING TOPICS	
	5. Social Media Guidelines for Staff and Elected Officials	
	NEXT MEETING DATE(S)	
	ADJOURNMENT	10:00 am

Public Comment Guidelines:

This is an opportunity for the public to address the Committee. Three (3) minutes are granted per person, or five (5) minutes if representing the official position of a

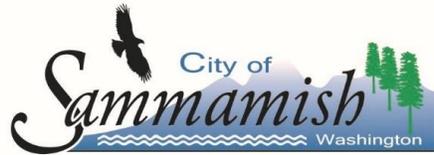
recognized community organization.

If you are submitting written material, please supply a minimum of seven (7) copies (three (3) for the Committee; three (3) for Staff; one (1) for the record). If you would like to show a video or give a presentation, please contact Tammy Mueller (tmueller@sammamish.us; 425-295-0514) to determine whether the meeting room is equipped to accommodate your needs. Digital files must be submitted or emailed by 5:00pm the day prior to the meeting to Tammy Mueller.

Please be aware that all materials submitted will become part of the public record.

Meeting Accessibility:

Committee meetings are wheelchair accessible. American Sign Language (ASL) interpretation is available upon request. Assisted Listening Devices are also available upon request. Please call (425) 295-0500 at least 48-hours in advance to request assistance.



Meeting Minutes
City of Sammamish Communications Committee
Regular Meeting
Thursday, October 5, 2017 – 10:30 a.m.
Plateau 129

Called to Order:

Committee Chair Christie Malchow called the meeting to order at 10:30 a.m.

Committee Members Present:

Christie Malchow, Deputy Mayor – Chair
Tom Hornish, Councilmember
Don Gerend, Councilmember

Staff Present:

Jessi Bon, Deputy City Manager – Lead Staff
Mike Sugg, Management Analyst
Sarah Kimsey, Social Media Communications
Cynthia Tiwana, Webmaster
Tammy Mueller, Administrative Assistant

Others Present:

Bob Keller, Mayor
Anne Fennessy, Cocker Fennessy, Partner
Patricia Davis, Demarche Consulting Group, Vice President
Eric Sickinger, CitySourced, Regional Sales Mgr (video conference)

Public Comment:

No public comment provided.

Approval of Meeting Minutes:

The minutes of the July 31, 2017 meeting were approved as distributed.

Review Draft: Communications Strategy

Cocker Fennessy consultant Anne Fennessy gave a presentation to the Communications Committee ([link](#)) providing an overview of the Communications Strategy Draft Report ([link](#)) and Appendix ([link](#)). The Committee and Staff commenced discussion, focusing on the following topics:

- Keeping Sammamish's LEAN model of operations yet understanding the amount of staffing necessary to provide the desired level of communications.
 - The Committee discussed the recommendation for 1.5 – 2.0 in-house FTEs, adding that additional contracted employees may be needed to assist with initial development and implementation of new communications services and policies.
 - The first step would be determining the levels of services desired, then weighing the costs necessary to achieve them.

- The need for standard operating procedures for communications to eliminate inconsistencies and streamline processes.
- Decreasing the frequency of the printed newsletter perhaps to quarterly and creating a more frequent e-newsletter.
 - Make the website the ‘main hub’ of information with the newsletter and other media referring back to the website.
- Improving the ‘search’ functionality of the website.
- Increasing communication venues with the public, especially for proactive and educational messages regarding FAQs and hot-topic issues (i.e. Nextdoor, Facebook, Twitter, YouTube, paper pamphlets, etc.).
- Style guide/branding coordination to ensure one concise look and feel to all City communications regardless of communication medium or source.
- Consolidating e-communications with the public (i.e. GovDelivery, potential e-newsletter).
 - Investigating methods to concisely but effectively deliver desired and pertinent information to residents.

The Committee offered feedback to Staff on how to better present the information to the full City Council. Staff will be looking to the City Council for feedback on the communications policy and prioritization as well as recommendations for adjustments to the mid-biennial budget as deemed necessary.

Presentation/Demonstration: CitySourced Application

Consultant Eric Sickinger of CitySourced gave a presentation via video conference ([link](#)) regarding replacing the Citizen Action Request (CAR) form with the CitySourced application which would streamline the process and allow for greater citizen feedback opportunities and process organization for City staff. Consultant Patricia Davis of the Demarche Consulting Group also provided input based on her assistance implementing CityWorks, which is compatible with the CitySourced application. The Committee discussed CitySourced’s capabilities with the consultants.

- The Committee recommended a warning to not use the application while driving vehicle as this is against WA law. The consultant stated that it was possible to add a custom warning.
- The Committee wanted to ensure that measures could be enacted if inappropriate photos are submitted and made public on the City’s website. The consultant stated that there is not an automatic filter, however the City could blacklist users as well as mark issues as private.
- The goal is to roll out CitySourced in 2018, once the rebuild of Cityworks is complete.
- The Committee requested metrics on the application’s usage and a cost-savings analysis once the application is launched.

Future Meeting Topics:

- TBD

Next Meeting Date(s):

TBD

Meeting Adjournment:

The meeting adjourned at 12:18 p.m.

Draft



MINUTES

Communications Committee Regular Meeting

9:15 AM - April 19, 2018

City Hall Executive Briefing Room - Plaza 111, Sammamish, WA

Committee Members Present: Mayor Christie Malchow
Councilmember Chris Ross
Councilmember Pam Stuart

Committee Members Absent:

Staff Present: City Manager Lyman Howard
Communications Manager Kellie Stickney
Planning Manager Kellye Hilde
Management Analyst Mike Sugg
Management Analyst Tammy Mueller

CALL TO ORDER

Mayor Christie Malchow called the Communications Committee meeting to order at 9:25 a.m.

ELECTION OF COMMITTEE CHAIRPERSON

MOTION: Councilmember Chris Ross moved to elect Councilmember Pam Stuart to the position of Communications Committee Chair. Mayor Christie Malchow seconded. Motion carried unanimously 3-0.

Councilmember Pam Stuart was elected to the position of Communications Committee Chair.

PUBLIC COMMENT

Mary Wictor, 408 208th Ave. NE, spoke in support of retaining the current Sammamish logo in the branding effort and requested increased transparency and functionality to the City website.

APPROVAL OF THE MINUTES

October 5, 2017 Regular Meeting

The Committee deferred an approval of the minutes to provide additional time to review them. The minutes will be distributed to the Committee then discussed and approved via email.

Draft**TOPICS**

Branding Draft Statement with North Star Destination Strategies

Branding Consultant Ed Barlow, Director of Planning at North Star Destination Strategies, gave a [presentation](#) to the Committee via video conference. Discussion commenced.

- The Committee requested clarification regarding who composed the Stakeholder/Resident Interviews and how they were selected. Staff responded that local business owners along with representatives from various environmental and arts groups in Sammamish were interviewed. Staff will provide a full list to the Committee after the meeting.
- The Community Survey was clarified to have been conducted through Survey Monkey rather than a Sammamish Virtual Town Hall. Staff went to public locations in Sammamish to promote and encourage participation in the survey from diverse groups of residents.
- The Committee provided suggestions to Director Barlow regarding how best to present information during the presentation to the City Council.
 - The Committee requested that the feedback be shown for resident feedback vs. stakeholder/non-resident feedback, specifically for the "What are Sammamish's two greatest assets" response regarding Town Center. After discussion, the Committee decided that the raw data should be shown and highlighted to better distinguish between other variables such as age groups and years lived in Sammamish.
 - The Committee requested that colors in the presentation's multi-colored charts follow accessibility color schemes where possible. Staff will work with Mr. Barlow outside of the meeting to accomplish this.
 - The Committee suggested that the "Other" category be removed from bar charts but added to the report appendix.
- The Committee expressed concern regarding the survey results of non-resident's perception of Sammamish schools since some Sammamish youth attend the Issaquah school district which may skew perceptions on the topic of schools between Sammamish and Issaquah. Staff responded that the survey was interested in collecting these perceptions.
- The Committee requested that Director Barlow provide the full City Council an introduction of himself, North Star, their role in providing a framework in the branding process (not making decisions), and address how the fact that he is an out-of-state consultant does not affect the results of the report.
- Next Steps:
 - North Star to initiate a "Creative Phase" followed by "Implementation Planning" with a final presentation and report following suit.
 - Ideally, the project will be complete by the end of July 2018 but it is more likely to be September as these deadlines are dependent on other City initiatives.
- The Committee considered the financial costs of developing and distributing a new logo as a con but will leave the decision to the full City Council.
- The Committee agreed that the framework presented is correct.

Project Updates

1. Website
 - Staff informed the Committee that an internal staff committee has been working to draft an RFP for a new website vendor with the focus being a good user experience for residents.
2. Graphic Design
 - Staff is investigating agencies to assist the City with improving graphic design visuals

Draft

per direction from the Communications Strategic Plan. Funds for this are being utilized from the savings of publishing the physical newsletter less.

3. See, Click, Fix
 - Staff informed the Committee that the See, Click, Fix app implementation is underway. There will be a soft launch over the summer. A demonstration was requested for the next Communications Committee meeting.
4. E-Newsletter
 - The physical newsletter will be issues 6 times a year. A weekly electronic newsletter has been developed and launched last week with good feedback being received thus far.
 - The e-newsletter was reported to not be scheduled to be provided to the City Council for review, unlike the physical newsletter. The Committee suggested having a rotating Councilmember review the weekly e-newsletter.

FUTURE MEETING TOPICS

Brand Reveal

Brainstorm Additional Methods to Reach Out for Feedback

NEXT MEETING DATE(S)

TBD

ADJOURNMENT

MOTION: Mayor Christie Malchow moved to adjourn. Councilmember Pam Stuart seconded. Motion carried unanimously 3-0.

The Communications Committee meeting was adjourned at 10:52 a.m.