



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.