



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 Victor, 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.

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

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.