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**City Council Work Session Meeting Minutes
Communications Plan Strategy**

**Monday, June 13, 2022
Zoom Community Auditorium**

***Minutes are unofficial until approved by City Council.
Council approved minutes as presented June 27, 2022.***

1. **ROLL CALL: COUNCIL PRESENT:** Donna Gustafson (attend by Zoom); Kristy Kottkey; Timothy Rippe; Mariana Valenzuela (attended by Zoom); Malynda Wenzl, Council President; and Peter Truax, Mayor. **COUNCIL ABSENT:** Elena Uhing.
2. **STAFF PRESENT:** Jesse VanderZanden, City Manager; Paul Downey, Assistant City Manager/Finance Director; Elizabeth Stover, Communications Coordinator; and Anna Ruggles, City Recorder.

A. 6:10 PM – COUNCIL WORK SESSION (COMMUNICATIONS PLAN STRATEGY):
Mayor Truax called the work session meeting to order at 6:10 p.m. via in-person and Zoom Webinar Video Conference.

Staff Report:

Stover and VanderZanden facilitated the work session, noting the purpose of the work session was to present the draft Communications and Engagement Strategy (Plan). An overview of the draft Plan was presented to Council in work session held on April 25, 2022. Staff worked with the Committee for Community Involvement to finalize the draft Plan and presented an overview of the draft Plan on May 3, 2022. Stover and VanderZanden advised the Plan is a blueprint for the City organization's communication commitments, goals, and activities and provides a structure for equitable engagement. The Plan does not suggest all goals, tactics, strategies, and metrics be pursued immediately; rather, City Staff can use this as a long-term plan, identify annually what's vital and doable, and take consistent action against that decision and as is possible given resources (e.g., time, budget, personnel). The Plan will be used to ensure and strengthen the effectiveness of the City's communication efforts going forward in a manner that consistently and collaboratively reflects and upholds the City's mission, vision, and values. The Plan is considered a living document that will be revisited periodically for assessment and necessary updates. Typically, communication plans are reviewed annually. The City's Plan represents four major goals and each goal identifies tactics, impacts, and evaluation metrics:

- Goal 1. City communications proactively and transparently advance the City's vision, goals, and strategies.
- Goal 2. Those communicating on behalf of the City know and engage the communication policies, procedures, and protocols.

- Goal 3. The City has efficient, effective tools and resources to consistently communicate events, activities, news, alerts and resources/information, both internally and externally.
- Goal 4. The City is the leading source of interesting and relevant content for the City of Forest Grove services and operations to the community and the media. That information is shared internally and externally.

Stover presented an overview of the following Communication Policies and Guidelines:

- Communications Strategies, Tactics and Metrics
- Communication Policies & Guidelines
- Communications Channels
- Social Media
- Newsletter & E-Newsletter
- Quarterly/Annual Town Meetings
- Tualatin Valley Community Television (TVCTV)
- Media Relations
- Appendix
 - SWOT Analysis
 - Key Findings and Recommendations
 - Committee for Community Involvement Feedback

Council Discussion:

Mayor Truax opened the floor and roundtable discussion ensued as the Council had an opportunity to provide feedback on the draft Plan. Stover and VanderZanden addressed considerations and concerns pertaining to:

- Pages 7-10 (reducing number of listed tactics and metrics, i.e., three based on measurable values).
- Page 17 (reframing good and bad news topics).
- Page 18 (testing website to improve usability and accessibility). If possible, retrieve data pertaining to the number of clicks. Keep list of departmental emails updated. Citizen complaint form with auto reply. Allow boards/commissions chairs to publish information on City's website and social media).
- Page 19 (public fundraisers allow hyperlinks directly on City's website).
- Page 21 (educate and train designated staff).
- Page 31 (identifying how to increase engagement and participation at meetings and City-related events, i.e., Annual Town Meeting).

In conclusion of the above-noted discussion, VanderZanden advised Council to submit any additional feedback to staff for consideration.

Council took no formal action nor made any formal decisions during the work session.

B. Adjournment:

Mayor Truax adjourned the work session at 6:51 p.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Anna D. Ruggles". The signature is written in a cursive, flowing style.

Anna D. Ruggles, CMC, City Recorder