

1. Agenda

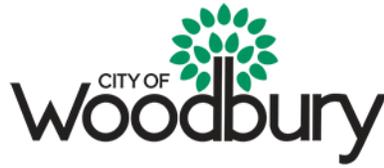
Documents:

[JUNE 23, 2021 AGENDA.PDF](#)

2. Meeting Materials

Documents:

[JUNE 23, 2021 PACKET.PDF](#)



**City Council Workshop Meeting
June 23, 2021**

**Following City Council Meeting
Approximately 8:45p.m.**

Please note: Due to COVID-19, this City Council Workshop meeting is taking place virtually and at Woodbury City Hall in the Ash North and South Conference Rooms.

Members of the public may attend the meeting. Visitors and Woodbury employees at city facilities who are not fully vaccinated for COVID-19 are strongly encouraged to wear a face covering in accordance with MDH and CDC recommendations until they are fully vaccinated. Members of the public may also join the meeting using a PC, Mac, iPad, iPhone or Android device.

[Watch the Live Meeting](#)

Public comments will be accepted during the meeting both in person and by using the link to the virtual meeting to join the meeting and then submit your questions via the online Q&A feature within the meeting.

Questions regarding the meeting will also be taken between the hours of 8:00 a.m. to 4:30 p.m. via email council@woodburymn.gov or call 651-714-3524 and leave a voicemail message

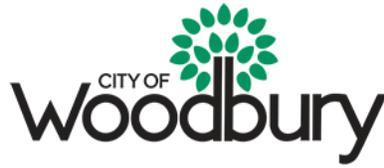
Please note that all agenda times are estimates.

Workshop Agenda

- | | | |
|-----------|--|--------|
| 8:45 p.m. | 1. Communications Guidance Plan | 21-168 |
| 9:15 p.m. | 2. Administrator Comments and Updates ¹ | |
| 9:20 p.m. | 3. Mayor and City Council Comments and Commission Liaison Updates ¹ | |
| 9:25 p.m. | 4. Adjournment | |

¹ Items under comments and updates are intended to be informational or of brief inquiry. More substantial discussion of matters under comments and updates should be scheduled for a future agenda.

The City of Woodbury is subject to Title II of the Americans with Disabilities Act which prohibits discrimination on the basis of disability by public entities. The City is committed to full implementation of the Act to our services, programs, and activities. Information regarding the provision of the Americans with Disabilities Act is available from the City Administrator's office at (651) 714-3523. Auxiliary aids for disabled persons are available upon request at least 72 hours in advance of an event. Please call the ADA Coordinator, Clinton P. Gridley, at (651) 714-3523 (TDD (651) 714-3568)) to make arrangements.



**City Council Workshop Meeting
June 23, 2021**

**Following City Council Meeting
Approximately 8:45p.m.**

Please note: Due to COVID-19, this City Council Workshop meeting is taking place virtually and at Woodbury City Hall in the Ash North and South Conference Rooms.

Members of the public may attend the meeting. Visitors and Woodbury employees at city facilities who are not fully vaccinated for COVID-19 are strongly encouraged to wear a face covering in accordance with MDH and CDC recommendations until they are fully vaccinated. Members of the public may also join the meeting using a PC, Mac, iPad, iPhone or Android device.

[Watch the Live Meeting](#)

Public comments will be accepted during the meeting both in person and by using the link to the virtual meeting to join the meeting and then submit your questions via the online Q&A feature within the meeting.

Questions regarding the meeting will also be taken between the hours of 8:00 a.m. to 4:30 p.m. via email council@woodburymn.gov or call 651-714-3524 and leave a voicemail message

Please note that all agenda times are estimates.

Workshop Agenda

- | | | |
|-----------|--|--------|
| 8:45 p.m. | 1. Communications Guidance Plan | 21-168 |
| 9:15 p.m. | 2. Administrator Comments and Updates ¹ | |
| 9:20 p.m. | 3. Mayor and City Council Comments and Commission Liaison Updates ¹ | |
| 9:25 p.m. | 4. Adjournment | |

¹ Items under comments and updates are intended to be informational or of brief inquiry. More substantial discussion of matters under comments and updates should be scheduled for a future agenda.

The City of Woodbury is subject to Title II of the Americans with Disabilities Act which prohibits discrimination on the basis of disability by public entities. The City is committed to full implementation of the Act to our services, programs, and activities. Information regarding the provision of the Americans with Disabilities Act is available from the City Administrator's office at (651) 714-3523. Auxiliary aids for disabled persons are available upon request at least 72 hours in advance of an event. Please call the ADA Coordinator, Clinton P. Gridley, at (651) 714-3523 (TDD (651) 714-3568)) to make arrangements.

City of Woodbury, Minnesota
Office of City Administrator

Council Workshop Letter 21-168

June 23, 2021

To: The Honorable Mayor and Members of the City Council

From: Clinton P. Gridley, City Administrator

Subject: Communications Guidance Plan

Summary

Per City Council direction, staff created a Communications Guidance Plan policy that broadly describes the ways, means and methods it disseminates information to the public. The policy also provides guidance on how these activities are prioritized, taking into consideration existing resources.

Recommendation

Staff is proposing the attached policy as the Communications Guidance Plan and requests Council direction regarding any changes to assure that our communications program is in alignment with the Council's expectations.

Governance Mode

- **Generative** - Identifying key questions, anticipating future challenges, framing of issues, development of options. Problem-framing. What to pay attention to, what it means, and what to do about it. How does it fit with our mission, vision and values?

Fiscal Implications

The attached communications priorities matrix outlines the priorities of the Communications Division, given the existing communications resources (in 2021). Any future addition to the plan should consider communications staffing levels and resources to support them.

Policy

The following policies and plans are associated with the Communications Guidance Plan Policy.

Policies:

1. CD-Council 2.7 - City Council Electronic Communications Policy
2. AD-Administration 1.44 - Social Media Policy
3. CD-Council 2.5 – City Council and Advisory Commission Roles and Guidelines

Council Workshop Letter 21-168

June 23, 2021

Page 2

Plans:

1. Communication Division Priorities Matrix
2. City Council-Community Engagement Plan (reviewed each year)
3. Marketing and Branding Plan

Public Process

This is the first public process for this item.

Background

After various conversations between Council members and the city administrator throughout 2020, it was time to consider a more formal, broad plan outlining when and how we communicate to the public. The proposed policy – and the conversation it will generate between staff and Council – will provide guidance for the city’s communications program moving forward.

Written By:	Jason Egerstrom, Communications Manager
Approved Through:	Robert James, ICT Director
Attachment:	<ol style="list-style-type: none">1. Communications Priorities Matrix2. Council Directive Communications Guidance Plan

Communications priorities matrix

The chart below outlines the priorities of the Communications Division, given the existing communications resources (in 2021). Any future addition to the plan should consider communications staffing levels and resources to support them.

The Mission Critical “Y” axis on the chart measures how essential the activity is to the organization and community. The High Impact “X” axis on the chart measures if the activity has a distinct impact to the organization and community, given the resources provided.

Communications Division MC/Hi (est. 2021)			
 Mission Critical	<ul style="list-style-type: none"> Routine communication * 	<ul style="list-style-type: none"> Promote city events, programs and services * Market city facilities * Website 	<ul style="list-style-type: none"> Strategic communications Crisis communications Communications advisors for staff Resident newsletter
	<ul style="list-style-type: none"> Branding 	<ul style="list-style-type: none"> Media relations * Partner with SWCTC Internal communications / Work culture Intranet Council/public engagement 	<ul style="list-style-type: none"> Social media #
	<ul style="list-style-type: none"> Periodically evaluate city's communications mediums and tools for effectiveness 		

includes Facebook, Instagram, Twitter, Next Door and YouTube * Involves use of InTouch email notification tool



Level of Impact

 Council Directive	Adopted: Revised:	Number:
	Mayor: Anne Burt	City Administrator:
	For: City Council members	
	Subject: Communications Guidance Plan	

Purpose

The purpose of the Communications Guidance Plan is to ensure that the City of Woodbury’s information disclosed to the public is factual, accurate, timely, and broadly disseminated in accordance with both applicable legal and regulatory requirements, as well as modern communication engagement best practices. This policy broadly describes the ways, means and methods to achieve this purpose.

Approach

The City of Woodbury is committed to ongoing and meaningful communication among and between residents, elected officials, city boards and commissions, businesses, community-based organizations and employees. The city seeks to use a proactive approach to communications, identifying issues as they develop and promote a dialogue about them with relevant target audiences.

Integrated with other city efforts, the role of the Communications Division is to provide timely information about city policies, programs, services and activities, and, in some cases, develop opportunities for target audiences to provide feedback. The Communications Guidance Plan Policy establishes the communications priorities of the city, taking into consideration the availability of existing resources.

Effective communications will:

- Provide information in a transparent and equitable manner.
- Share information through a variety of communications channels that best fit the communications strategy identified for the topic/issue and the preferences of the community.
- Encourage participation and engagement from the target audiences, when applicable.
- Help policy-makers and constituents cooperatively formulate and achieve common goals.
- Support the city’s philosophy of providing quality services to all customers equitably, in a responsive and caring manner.
- Enhance the city’s image and build support for municipal programs.
- Enable residents to take full advantage of city services.
- Enhance citizens’ understanding of issues facing the city.
- Promote understanding of and compliance with city ordinances.

- Reinforce a sense of openness, which encourages resident participation in local government.
- Foster a sense of community among Woodbury residents.
- Foster cooperative relationships with other units of government, business and civic groups, and organizations active in Woodbury.
- Encourage communication between customers, community groups, Council members and city employees.

Roles and responsibilities

All city employees have the responsibility to identify potential issues associated with performance of their duties. Employees who have reason to believe that an issue is developing over any matter should notify their department/division head. If it is determined that a communications strategy is warranted, the Communications Manager, in consultation with the Information and Communications Technology Director and the appropriate city senior leader(s), will review the available resources and determine if a communications strategy is needed to address the issue.

Media protocol

Woodbury's elected officials and staff are committed to a positive working relationship with representatives of the news media. All media inquiries should be forwarded to the Communications Manager or the Public Safety Department public information officer (when the inquiry is related to police, fire or EMS). Generally, a department/division head will be the spokesperson for all matters related to media coverage of his/her department. However, a department manager may designate another staff member as spokesperson for routine items and whenever appropriate.

Emergencies

The Continuity of Operations Plan (COOP) establishes communications policy and guidance in the event of an emergency. If/when the city initiates its Emergency Operations Center in crisis situations, FEMA's Incident Command System is used to guide emergency communications strategy.

Communications duties of the Mayor

As the leader of the local government, the Mayor may serve as a spokesperson for some media inquiries. Therefore, it is important city staff communicate information thoroughly to the mayor in a timely fashion to help him/her perform this role to the best of their ability. Updates will likely come through the City Administrator, but could also come from the Communications Division or the appropriate Department Head. The remainder of the City Council also will receive updates as necessary from the City Administrator.

In addition to serving as spokesperson, the Mayor may have other communications responsibilities, including, but not limited to:

- Preparing a newsletter column
- Recording a video version of the newsletter column with SWCTC
- Presenting the annual State of the City speech
- Providing an annual update to the Woodbury Area Chamber of Commerce
- Taking an active role in executing the Council-Community Engagement Plan

Policies

1. CD-Council 2.7 - City Council Electronic Communications Policy
This policy provides guidance on how the Council should communicate via electronic means. It also provides guidance related to use of social media.
2. AD-Administration 1.44 - Social Media Policy
This policy guides staff on how the city leverages its social media accounts as part of its communications strategy.
3. CD-Council 2.5 – City Council and Advisory Commission Roles and Guidelines
Advisory commissioners are not expected to serve in an official spokesperson role, but could be asked by the Communications Division to help with sharing messages about programs and initiatives.

Plans

1. Communication Division Priorities Matrix
2. City Council-Community Engagement Plan (reviewed each year)
3. Marketing and Branding Plan