



MEMORANDUM

DATE: January 16, 2018

TO: Honorable Mayor and City Councilmembers
Dave Perrault, City Administrator

FROM: Dawn Skelly

SUBJECT: Communication Priorities Next Steps

Budgeted Amount:	Actual Amount:	Funding Source:
N/A	N/A	N/A

Council Should Consider

Review the suggested next steps of action for the Communication Priorities outlined at the 11/27/17 Council Special Work Session and provide feedback.

Background

At the Nov. 27 Council special work session, The City Council ranked several items of importance related to City communication and identified three priorities:

1. Admin Update
2. City Newsletter
3. Website redesign

Ranking of communication priorities by Council

Priority	1s	2s	3s	Total
Admin Update	5	0	0	5
Newsletter	4	1	0	6
Website redesign	3	2	0	7

Additional rankings				
Community Engagement	0	3	2	12
Community Recognition	0	4	1	11
Media Relations Protocols	1	3	1	10
Digital Storytelling/notifying	0	0	5	15
Annual Report	0	2	3	13
Printed New Resident Guide	2	1	2	10
2018 Duties, not ranked				

Discussion

Staff suggest the following next steps regarding the priorities:

Admin Update and Council/Staff Communications

1. A larger discussion regarding Council communications to and from staff, as well as protocols for tracking resident questions of Councilmembers and staff follow-up will take place at the March retreat.
2. In the meantime, the Admin update will continue to be compiled and sent weekly.

Arden Hills Notes

1. The newsletter will be produced in house beginning with the January-February 2018 issue.
2. The Communications Committee will serve in an advisory capacity, as needed and as volunteers emerge.
3. Additional discussion about plans for the City newsletter and communications committee will be held at a separate Council work session.

City of Arden Hills Website

1. Clean up current website content.
2. Identify volunteers from web user audiences—residents, staff, business—to help plan and test changes in site navigation.
3. Decide on website features and brand elements and begin redesign with Civic Plus.
4. Develop web governance.
5. Launch new website by August 2019.

Attachments

None