

**NASHVILLE TOWN COUNCIL MEETING
WEDNESDAY, JANUARY 29, 2020**

ATTENDANCE: Council members present – Vice-President Alisha Gredy, Councilmember Nancy Crocker, Councilmember Anna Hofstetter and Councilmember Dave Rudd. Council member not present – President Jane Gore. Also in attendance – Administration Manager Phyllis Carr, Utility Manager Sean Cassiday, Police Chief Ben Seastrom, Municipal Operations Consultant Dax Norton, and Clerk-Treasurer Brenda Young,

COUNCIL BUSINESS – 10:00 am

1) CALL TO ORDER by Vice President Gredy at 10:02 am.

2) POLICE CONSTRUCTION

Police Chief Seastrom explained that the Council discussed approving spending to cover construction costs for the Police Station during their meeting on January 16, 2020. Police Chief Seastrom informed the Council that a discussion ensued during the meeting on January 16, 2020, but no motion was made or adopted.

Councilmember Rudd made a motion to spend up to \$4,000 for construction inside the police station. Councilmember Crocker second. Motion carried 3-0.

3) STRATEGIC DIRECTION WORKSHOP

Responsive Government.

Consultant Norton kicked off the strategic direction meeting discussing the number one action item to complete in the next 30 days; a Town communication plan. He told the Council that the purpose of the meeting is for the Council and staff to give him items to add into the completion of a communication plan. Consultant Norton discussed examples and discussion ensued.

Consultant Norton suggested the Council start with internal communication plan brainstorming. He asked the staff to give their thoughts about current communication. Administration Manager Carr stated that the current communication is not the best. She suggested that everyone should be included in project communication. Consultant Norton asked if she meant that owner of project should communicate but include everyone else. She stated yes. Discussion ensued.

Consultant Norton described example of town hierarchy and communication within that hierarchy. Consultant Norton suggested that someone must be a chief or a single point of contact. Vice-President Gredy discussed breakdown in communication from the past. Discussion ensued.

Consultant Norton suggested that in communication there must be an owner and single point of contact. He then described how this would work in a communication plan. Consultant Norton asked about expected response time. Utility Manager Cassiday stated that standard is 24 hours. Councilmember Crocker stated she is good with 12 or 18. Consultant Norton agreed that 24 hours is good. Councilmember Crocker is good with 24 hours both ways. Police Chief Seastrom suggested that Department Leaders be copied if the Council is sending emails to someone other than a department leader. Councilmembers suggested that the Council should only go to Department Leaders. Consultant Norton suggested communication with Police Department should be from Council to Chief to officers.

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Utility Manager Cassiday gave an example of past Council members giving staff orders without notifying the Department Leader. Discussion ensued.

Consultant Norton gave a summary of discussion of the 24-hour response. Council to department leaders to staff. Single point of contact with single point of contact copying all members of the team. Councilmember Crocker suggested that staff members are empowered to own projects. Consultant Norton suggested this is not just email communication. It is verbal as well. Consultant Norton reminded the Council about good email communication. He reminded the Council that anything placed in an email could be placed on a billboard. Vice-President Gredy discussed urgent matters and how to communicate urgent matters. Councilmember Crocker asked if texting is fine for certain communication. All suggested that it was ok. Discussion ensued.

Councilmember Crocker publicly commended Police Chief Seastrom and his staff for a job well done at the Brown County Music Center on New Year's Eve.

Consultant Norton moved on to external communication. He started by describing the interactive agenda process. He stated that he would start sending out Council meeting agenda warning emails. Councilmember Rudd asked if agenda items always needed to be added by using only email. Consultant Norton stated no.

Consultant Norton asked what mechanisms could be used to get information to the public. A list included the Town website, and some social media presence that is not to be used as a communication device. Consultant Norton suggested that social media be used for information purposes only and not for conversation. Councilmember Crocker is not opposed to Facebook. Consultant Norton suggested the plan set up all 3 major social media accounts. Facebook, Twitter and Instagram. Clerk-Treasurer Young described her experience with Twitter. Councilmember Crocker suggested that the town needs one person dedicated to handle social media. Consultant Norton asked about social media posting policy. Consultant Norton explained that this is a communication policy and not human resources. Consultant Norton suggested one person hold the passwords for social media. Police Chief Seastrom described the PD social media procedures. Consultant Norton suggested the Council appoint a liaison to work with one staff member on social media posts. Clerk-Treasurer Young asked if this policy would cover the website as well. Consultant Norton suggested yes. Police Chief Seastrom asked about the PD PIO. Consultant Norton suggested the PD PIO is completely separate from this plan. Consultant Norton suggested that anything PD emergency related must come from the PIO. Clerk-Treasurer Young discussed things on the website. Consultant Norton suggested common sense when it comes to permission for external communication. Clerk-Treasurer Young stated much of this is falling under internal controls and Consultant Norton suggested that this communication plan is a process control.

Brown County Democrat Editor Sara Clifford asked how this affects her ability to communicate with staff members. Councilmember Hofstetter asked if there should be Council approval before communicating the press. She suggested that a system be put in place. Councilmember Hofstetter suggested a copy of all communication be sent to the Council President. Consultant Norton stated that the results of good external communication is public trust. He suggested that there will likely never be a reason not to invite the Brown County Democrat to a meeting or provide them information. Consultant Norton stated that good external communication will create a trust of government, a trust of government will create a passion to assist the government. Consultant Norton suggested that the local media should be a part of the communication plan. Democrat Editor Clifford asked if it is ok for her to ask direct questions to staff members without asking Department Leaders first. Vice-President Gredy and Consultant Norton suggested that Democrat Editor Clifford copy the department leader each time she

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sends an email to staff. Councilmember Crocker suggested that Democrat Editor Clifford can send questions to anyone she pleases, but it is up to the staff member to follow the internal communication process. Discussion ensued.

Consultant Norton summarized external communication plan elements. Councilmember Hofstetter asked if there was enough staff power to accomplish this external communication goal. Consultant Norton stated no. He reminded the Council that the point of this is develop proactive plans to prepare for the future. Councilmember Crocker stated that social media is a one-way conversation. Vice-President Gredy suggested that there will be times when external communication must follow the rules of internal communication. Councilmember Hofstetter suggested that there be a distinction between general and specific information. Discussion ensued.

Consultant Norton discussed another element to external communication. The interactive agendas and live streaming of meetings. He reminded the Council that live streaming means everyone will be live. Consultant Norton asked the Council about how much information should they give to the public. He then discussed changes to the agenda and the meeting process. He stated that Department Leaders will now give the Council a written report each month which will be copied as a live link on the agenda for the public to see. Councilmember Crocker stated that written reports would be good. Consultant Norton suggested that Boards and Commissions give quarterly written reports to the Council unless there is a request to be brought before the Council. Councilmember Crocker asked about the live feed. Discussion ensued.

Consultant Norton suggested that someone on the Council hold him accountable to complete a draft of the communication plan within 30 days. He state that completing action steps was very important. Vice-President Gredy stated that she would hold him accountable.

Consultant Norton suggested that the Council would not get to the brand book portion of the agenda. He started to describe the brand book process. Consultant Norton stated that the brand is what we are communicating. The communication plan is how. Consultant Norton stated that the brand book is what is your brand or story. Consultant Norton suggested that this Council should make it a priority to finish the brand process by the end of this year. Clerk-Treasurer Young asked if this brand was similar to the branding the CVB has done. Councilmember Crocker discussed the difference between the Town brand and the Tourism brand. Consultant Norton suggested that the purpose of the branding process is to find out what makes Nashville unique. Consultant Norton suggested that the Town doesn't need to have the same brand as the CVB. Councilmember Crocker suggested that the town brand should align with the CVB brand. She also suggested asking the residents what they want the town to be. Consultant Norton suggested that the story is important. Discussion ensued about the brand and the process.

Consultant Norton suggested that the brand book be placed under the responsiveness area of focus because it is communication. The Council agreed. Councilmember Crocker asked if it is an actual brand book. Consultant Norton stated yes. Discussion ensued.

Consultant Norton suggested 30-day action items for branding. Councilmember Crocker suggested that the brand should be driven by the residents. Councilmember Crocker suggested news ways to get people involved other than just attending meetings. Consultant Norton suggested setting a brand meeting and each Councilmember invite at least 3 people to attend for resident input. This would ensure at least 15 people in attendance and would be an action item for the Council members to ask people to attend. Consultant Norton suggested adding 5 seniors from the High School. Councilmember Crocker

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suggested using the Youth Council. Councilmember Crocker suggested asking 15 families is a good goal. Discussion ensued.

Democrat Editor Clifford asked when the next strategic meeting was going to be held. The Council set the date for Wednesday, February 19, 2020 at 6 pm. Consultant Norton stated that he would try to send branding questions in the next 7 days. Councilmember Crocker stated that the homework for the Council is to go find 3 people each to attend the meeting.

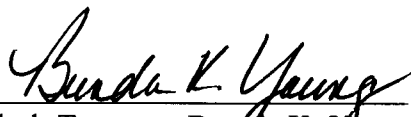
4) RESOLUTION 2020-02 (BICYCLE PEDESTRIAN ADVISORY BOARD)

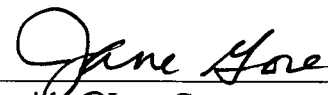
Consultant Norton stated that this resolution was back in front of the Council due to amendments to the original resolution. Consultant Norton stated that this resolution would replace Resolution 2019-06. Councilmember Crocker moved to adopt Resolution 2020-02. Councilmember Rudd seconded the motion. Motion carried 4-0.

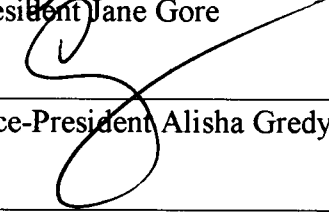
5) ADJOURNMENT

Vice-President Gredy adjourned the meeting at 11:54 am.

The audio recording made at the Town Council meeting on 1-29-2020 is retained in the office of the Town Clerk-Treasurer.


Clerk-Treasurer Brenda K. Young


President Jane Gore


Vice-President Alisha Gredy

Councilmember Nancy Crocker


Councilmember Anna Hofstetter


Councilmember Dave Rudd