

VILLAGE OF GERMANTOWN  
N112 W17001 MEQUON ROAD  
GERMANTOWN, WI 53022

MEETING: **SPECIAL COMMUNICATIONS COMMITTEE**

DATE AND TIME: **THURSDAY, AUGUST 25, 2022 2:30 P.M.**

LOCATION: **Online via WebEx**

Join from the meeting link

<https://villageofgermantown.my.webex.com/meet/skreklow>

Join by meeting number

Meeting number (access code): 237 994 723 412

Meeting password: xemwr5

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- I. **CALL TO ORDER:** *This meeting has been given public notice in accordance with Section 19.83 and 19.84, Wis. Stats, in such form that will apprise the general public and news media of subject matter that is intended for consideration and action.*
- II. **ROLL CALL:** Chairperson Wolter, R. Miller, Kaminski.
- III. **APPROVAL OF MINUTES:** August 19, 2022.
- IV. **NEW BUSINESS:**
  - A. Review of Referendum Communication Schedule
  - B. Review and Approval of Drafted Messages and FAQs
  - C. Discussion of Additional Messages or Questions
  - D. Next Steps
- V. **SCHEDULE NEXT MEETING:**

VI. **ADJOURNMENT:**

*UPON REASONABLE NOTICE, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For Additional information or to request this service please contact the Village Clerk at (262)250-4740 at least 2 days prior to the meeting.*

Notice is given that a majority of the Village Board may attend this meeting to gather information about an agenda item over which they have decision making responsibility. This may constitute a meeting of the Village Board per State Ex. Rel. Badke v. Greendale Village Board, even though the Village Board will not take formal action at this meeting.

Germantown Special Communications Committee:

Meeting Minutes Friday August 19, 2022

1. Call to Order: President Wolter called the meeting to order at 2:30 PM

2. Roll Call

- a. Present: Wolter, Miller, Kaminiski
- b. Absent: None

3. New Business

a. Review of Referendum Communication Schedule

Mueller Communications staff presented the draft Referendum Communication Schedule. No changes were suggested.

b. Review of Drafted Messages and FAQs

Mueller Communication staff presented draft Comprehensive Message Platform.

Trustee Miller requested addition of language indicating the Village of Richfield will pay for \$9 million of new infrastructure in the Freistadt District and provision of funds from Richfield for Well Protection Escrow.

Trustee Kaminski requested the following changes:

- Bolding for emphasis should be removed from the document.
- State that IGA will lead to earlier development of the Freistadt District.
- Statement that IGA will not have any negative impacts on Germantown sewer/water capacity should state it will not have any “anticipated” negative impacts on sewer/water capacity.
- Document should address impacts on police and fire services.

c. Discussion of Additional Messages or Questions

Additional messages and questions discussed during review of Comprehensive Message Platform.

d. Discussion of Document Review/Approval Process

Additional comments on Comprehensive Message Platform should be sent to Administrator Kreklow.

Final review and approval of Comprehensive Message Platform at the next Committee meeting.

Comprehensive Message Platform will be source of information for referendum communication materials developed.

e. Next Steps

4. Schedule Next Meeting: August 25<sup>th</sup> at 2:30 PM via WebEx
5. Adjournment President Wolter adjourned at 3:26

TASK	STATUS	RESPONSIBLE PARTY	DEADLINE
Meet with staff to develop, refine outreach plan and approach	Complete	Mueller / Germantown	Ongoing
Schedule regular check-in meetings	Open	Mueller	Ongoing
<b>Provide existing materials to Mueller Communications to outline need for referendum</b>	Complete	<b>Germantown</b>	<b>8/8</b>
Review existing materials, data points, presentations	Complete	Mueller	8/11
<b>Introduce referendum language at Board meeting</b>	Complete	<b>Germantown</b>	<b>8/15</b>
Draft key messages, FAQs summarizing existing need, rationale for referendum options	Complete	Mueller	Week of 8/15
<b>Review key messages and FAQs</b>	<b>Complete</b>	<b>Germantown</b>	<b>8/19</b>
Refine and finalize key messages and FAQs	In Process	Mueller / Germantown	8/22
<b>Approve Messages, FAQs</b>	<b>Open</b>	<b>Germantown</b>	<b>Week of 8/22</b>
Draft video ad script	Open	Mueller	Week of 8/22
Design / Develop graphics and charts to support key messages	Open	Mueller	Week of 8/22
Draft Fact Sheet	Open	Mueller	Week of 8/22
Draft presentation deck to use when introducing referendum question (and info sessions, etc)	Open	Mueller	Week of 8/22
Develop website content based on key messages and fact sheet	Open	Mueller	Week of 8/22
Identify dates for referendum information sessions	Open	Mueller / Germantown	Week of 8/22
Identify community groups to schedule presentations with	Open	Mueller	Week of 8/22
<b>Approve video ad script</b>	<b>Open</b>	<b>Germantown</b>	<b>Week of 8/22</b>
<b>Approve presentation deck</b>	<b>Open</b>	<b>Germantown</b>	<b>Week of 8/29</b>
<b>Approve website content</b>	<b>Open</b>	<b>Germantown</b>	<b>Week of 8/29</b>
Develop draft social media responses to common questions	Open	Mueller	Week of 8/29
Coordinate video shoot	Open	Mueller	Week of 8/29
Draft copy for mailer #1	Open	Mueller	Week of 8/29
Design mailer #1	Open	Mueller	Week of 8/29
Develop weekly social media content calendar	Open	Mueller	Week of 8/29
Draft news release announcing referendum	Open	Mueller	8/29
<b>Referendum language passage deadline for November election</b>	<b>FYI</b>	<b>Germantown</b>	<b>8/30</b>
Distribute news release announcing referendum will be on ballot	Open	Mueller	8/31
<b>Upload information about referendum to website</b>	<b>Open</b>	<b>Germantown</b>	<b>8/31</b>
Presentations to community groups	Open	Mueller / Germantown	September - October
<b>Approve social media content calendar</b>	<b>Open</b>	<b>Germantown</b>	<b>9/6</b>
<b>Approve mailer #1</b>	<b>Open</b>	<b>Germantown</b>	<b>9/6</b>
Send mailer #1 to printer	Open	Mueller / Mailhouse	9/6
<b>Begin scheduling social media posts</b>	<b>Open</b>	<b>Germantown</b>	<b>9/7, weekly</b>
Draft copy for mailer #2	Open	Mueller	Week of 9/12
Launch Social Media Video Ad	Open	Mueller / Germantown	Week of 9/19
Design mailer #2	Open	Mueller	Week of 9/26
<b>Mail-in ballots begin to arrive in mailboxes</b>	<b>FYI</b>	<b>FYI</b>	<b>Week of 9/19</b>
<b>Approve Mailer #2</b>	<b>Open</b>	<b>Germantown</b>	<b>Week of 10/3</b>
Schedule prep meeting for information sessions	Open	Mueller / Germantown	Week of 10/3
Media outreach / Information sessions	Open	Mueller	Week of 10/3
Send Mailer #2 to printer	Open	Mueller / Mailhouse	Week of 10/10
First information session	Open	Mueller / Germantown	TBD
Second information session	Open	Mueller / Germantown	TBD
Media outreach / Get out and vote	Open	Mueller	Week of 11/1
<b>Election Day</b>	<b>FYI</b>	<b>FYI</b>	<b>11/8</b>