

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **SPECIAL COMMUNICATIONS COMMITTEE**

DATE AND TIME: **THURSDAY, SEPTEMBER 8th, 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

Tap to join from a mobile device (attendees only)

[+1-408-418-9388](tel:+14084189388),,25593715099## United States

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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 26, 2022.
- IV. **NEW BUSINESS:**
 - A. Review of Communications Schedule.
 - B. Review of Communication Materials.
 - C. 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 Thursday September 1, 2022

1. Call to Order: President Wolter called the meeting to order at 2:30 PM
2. Roll Call
 - a. Present: Miller, Kaminiski and Wolter
 - b. Absent: None
3. Approval of Minutes: Motion to approve by Kaminiski, second by Miller. Approved 3-0
4. New Business

- a. Review of Communication Materials

- i. Web Content

Kaminski suggested "Richfield Sewer/Water Agreement Referendum" for header of website landing page. Miller and Wolter agreed.

- ii. Fact Sheet

Kaminski requested removal of boldface from content in fact sheet. Miller and Wolter agreed.

- iii. Mailer

Kaminski requested removal of boldface from content in mailer. Miller and Wolter agreed.

- iv. Presentation Template

Committee agreed presentation does not to be available on the website.

Committee discussed who should give presentation, if requested. Consensus of the Committee was that the Village Administrator should give presentation as required.

- b. Materials Under Development

- i. Video

Kaminski questioned the need for a video and the likelihood the video would be unbiased. Mueller Communications explained the video would only be a short video directing people to information available on the website and may include a drone flyover of the property in Richfield to be developed.

ii. Social Media

iii. Other

c. Process for Future Approvals

Committee agreed they would like to review and approve future materials, with the understanding that Mueller staff may not be available for future meetings and feedback would be funneled through Administrator Kreklow.

d. Next Steps

5. Schedule Next Meeting: September 8th at 2:30 PM via WebEx
6. Adjournment: President Wolter adjourned the meeting at 3:02.