

## MINUTES

### MILWAUKIE CITY COUNCIL WORK SESSION JUNE 15, 2004

**Mayor Bernard** called the work session to order at 5:30 p.m. in the City Hall Conference Room.

Councilors present: Barnes and Stone.

Staff present: City Manager Mike Swanson, City Attorney Gary Firestone, Community Development and Public Works Director Alice Rouyer, Police Chief Larry Kanzler, and Human Resources Director Mary Rowe.

#### Advisory Board Interview

City Council interviewed Brent Carter for reappointment to the Planning Commission and Joan Staley for reappointment to the Center/Community Advisory Board.

#### City of Milwaukie Media Communications Policy

**Councilor Barnes** provided a draft communications policy for City Council review. When she started on Council, no one gave her a clear direction of City policy as to what the council members could and could not do. She noted several items she believed were important.

1. The "Disney Rule" – If something major is going on, talk to the people within your own organization before talking to the press. She wanted to make this point clear to all who work for the City, board and commission members, and City Council so there is a clear line of communication. Grady Wheeler, as the public information officer, is the organization's spokesperson. Things should go through him to ensure everyone is on the same page. Relying on her background in communications, she wanted to make sure Wheeler has the tools in place to make his job easier.
2. When the City does contact the press, everyone needs to be on the same page.
3. There are clear procedures to follow before people who are actively involved with the City talk to Lars Larsen or Tom Quinn. There should be no surprises, and those speaking in the capacity of their position should find out what the City's official position.

The draft policy is a result of reviewing the police department's policy and talking with Wheeler, the police department, and public relations professionals. She requested feedback from other Council members before proceeding.

**Councilor Stone** suggested amending #5 to read, "No employee, commissioner, or board member should speak to the media in the capacity of their position...."

**Councilor Stone** referred to the current City policy on "Media Management." She believed the web page should be included as a source of information.

**Rowe** understood this policy would also govern employees and their actions. She requested she be notified when the City Council approves the policy so she could add it to the City's administrative policies and procedures.

**Councilor Stone** noted the Media Management policy excludes members of bargaining units from reporting to the PIO.

**Swanson** explained that is in the case of a union issue.

**Councilor Barnes** added they would not be representing the City in that case.

**Mayor Bernard** said the policy seemed very broad. He frequently gets calls about issues with which he is very familiar. Does this policy intend that he call Wheeler before talking to an *Oregonian* reporter, for example?

**Councilor Barnes** said the normal operating procedure on something as "simple" as that would be to inform Wheeler of the contact once the interview is completed.

**Mayor Bernard** believed that Councilor Lancaster had some input on the policy.

**Councilor Barnes** said neither Councilor Loomis nor Councilor Lancaster had e-mailed her any comments on the proposed policy. Her next step would be to finalize the draft and bring it before the full Council.

**Councilor Stone** asked if there had been problems.

**Councilor Barnes** said a Commission member was on the Lars Larsen program and tore the City up. That should not happen.

**Councilor Stone** was not aware that had happened.

**Mayor Bernard** announced the City Council would meet in executive session pursuant to ORS 192.660(2)(d) for labor negotiator consultations.

The work session adjourned at 5:45 p.m.

  
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Pat DuVal, Recorder