

CITY OF FRANKLIN
COMMITTEE OF THE WHOLE MEETING*
FRANKLIN CITY HALL – COMMON COUNCIL CHAMBERS
9229 WEST LOOMIS ROAD, FRANKLIN, WISCONSIN
AGENDA**


MONDAY, FEBRUARY 4, 2019 AT 6:30 P.M.

- A. Call to Order and Roll Call.
- B. Kayla's Playground Ambassador Program: A Volunteer Program Approved by the Parks Commission.
- C. THIEL Brand Design, Economic Development Commission and Tourism Commission Present Two Recommended Logos for New City Brand and Marketing Campaign.
- D. Labor Contract Negotiations and Collective Bargaining Strategies and Guidelines. The Common Council, in Session as the Committee of the Whole, may Enter Closed Session Pursuant to §19.85 (1)(c) and (e), Stats, to Consider Negotiation and Collective Bargaining Strategies and Guidelines for Agreements Between the City of Franklin and the Franklin Police Officers Association and the Franklin Professional Firefighters Association Local 2760 I.A.F.F. for Competitive and Bargaining Reasons and to Reenter Open Session at the Same Place Thereafter to act on such Matters Discussed Therein as the Common Council, in Session as the Committee of the Whole, Deems Appropriate.
- E. Adjournment.

*Notice is given that a majority of the Economic Development Commission and Tourism Commission may attend this meeting to gather information about an agenda item over which the Economic Development Commission and Tourism Commission has decision-making responsibility. This may constitute a meeting of the Economic Development Commission and Tourism Commission, per State ex rel. Badke v. Greendale Village Board, even though the Economic Development Commission and Tourism Commission will not take formal action at this meeting.

**Supporting documentation and details of these agenda items are available at City Hall during normal business hours.

[Note: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, contact the City Clerk's office at (414) 425-7500.]

<p>APPROVAL</p> 	<p>COMMITTEE OF THE WHOLE</p>	<p>MEETING DATE</p> <p>2/4/2019</p>
<p>REPORTS AND RECOMMENDATIONS</p>	<p>Kayla's Playground Ambassador Program: A Volunteer Program Approved by the Parks Commission.</p>	<p>ITEM NUMBER</p> <p><i>B.</i></p>

The Common Council on July 17, 2018 and August 7, 2018 referred this program to staff for consideration of the following:

1. Liability waiver forms;
2. T-shirt control;
3. Relationship, if any, to other programs being considered by the Library Board within the parks;
4. Supervision or oversight of the volunteers;
5. Program liability;
6. Clarification of program components and details; and
7. Collection of park-use statistics by the volunteers.

Kayla's Krew (no longer in existence) founder Shelly Runte and Kenosha Dream Playground founder Tammi Conforti will present the Ambassador program that is now in its third year of operation at the Dream Playground. Mrs. Conforti will address how Kenosha has addressed the issues above. The Director of Administration can briefly provide information on the liability questions. This useful background information provides important context, and it is intended that the discussion will help ensure staff's report for the February 19th meeting will fully address the Common Council's issues.

As part of the discussion, the Mayor will recommend that the Common Council approve the appointment (future meeting) of Shelly Runte to the current vacancy on the Parks Commission with the specific duty of establishing and managing the "ambassador" program for Kayla's Playground. Further, the Common Council should acknowledge that the cost of T-Shirts and any supplies would come from appropriate parks budget and the Mayor's Volunteer Recognition budgets.

No action is requested for the February 5, 2019 meeting. The appointment and information previously requested by the Common Council will be presented at the February 19, 2019 Common Council meeting for action. The anticipated motions will be to direct the Parks Commission proceed with the establishment and operation of the program and to direct staff and the Parks Commission to establish program guidelines for the approval of the Parks Commission.

COUNCIL ACTION REQUESTED

No action required at this time.

<p>Approval <i>Slw</i></p>	<p>Council Action Sheet</p>	<p>MEETING DATE 2/4/2019</p>
<p>REPORTS & RECOMMENDATIONS</p>	<p>THIEL Brand Design, Economic Development Commission, and Tourism Commission Present Two Recommended logos for new City Brand and Marketing Campaign</p>	<p>ITEM NUMBER <i>C.</i></p>

Summary

At the November 5, 2018 Common Council Meeting, THIEL Brand Design was approved to provide branding and marketing services to the City of Franklin with an objective of creating a brand identity and marketing strategy that builds on the community’s unique assets and effectively communicates a message that resonates with existing residents and businesses and portrays Franklin as a desirable place to live, work, development, grow a business, and visit. At that time, staff the Economic Development Commission, and the Tourism Commission were directed to narrow the logo choices down to two and present them to the Council for final selection. Council is being asked to review the two recommended logos during the Committee of the Whole meeting on February 4th, 2019 and to make their selection during the regular Common Council meeting on February 5th.

Background


As their contract states, THIEL is delivering the following components over a six month timeline with presentations given to Council at the completion of each phase:

- 1) Phase I, Research – 16-24 page document of key findings and analysis
 - a. Interviews with municipal leaders and business and resident stakeholders
 - b. 321 surveys completed by Franklin residents and stakeholders (such as those who work here)
 - c. Existing Document Audit
 - d. Relevant City benchmarking
- 2) Phase II, Brand Profile Development – 10-20 page Brand and Ideology Usage Guide
 - a. Marketing Theme (message, tagline, etc.)
 - b. Logo
 - c. Brand Look and Feel
 - d. Guidelines for proper and consistent usage of verbal and visual logo and message
- 3) Marketing Plan (based on research findings) – 8-16 page Marketing Plan
 - a. Plan will include key Market Segments, Primary Interest, Outreach Tools, and suggested message to each segment

Due to an expedited timeline requested by the City, the logo development, which usually comes a bit later in the process, has been done concurrently with the conclusion of Phase 1 and the undertaking of Phase 2. Once the logo has been selected by Council, the focus on the tagline and messaging components will be finalized so that the new brand can be rolled out as soon as possible.

COUNCIL ACTION REQUESTED

Review the two logos as presented by THIEL Brand Design and as recommended by the Tourism Commission and the Economic Development Commission at the Committee of the Whole on February 4th and make a final logo selection at the Common Council meeting on February 5.

<p>APPROVAL</p> 	<p>COMMITTEE OF THE WHOLE</p>	<p>MEETING DATE 2/4/2019</p>
<p>REPORTS & RECOMMENDATIONS</p>	<p>Labor Contract Negotiations and Collective Bargaining Strategies and Guidelines. The Common Council, in session as the Committee of the Whole, may enter closed session pursuant to §19.85 (1)(c) and (e), Stats, to consider negotiation and collective bargaining strategies and guidelines for agreements between the City of Franklin and the Franklin Police Officers Association and the Franklin Professional Firefighters Association Local 2760 I.A.F.F for competitive and bargaining reasons and to reenter open session at the same place thereafter to act on such matters discussed therein as the Common Council, in session as the Committee of the Whole, deems appropriate</p>	<p>ITEM NUMBER</p> <p>D.</p>

Labor Agreements for Police and Fire represented employees are expired at the end of 2018. As such, it is necessary for the Director of Administration (DOA) to negotiate successor agreements. Furthermore, to commence the negotiations it is invaluable to ensure that the Common Council receives related background information and that the DOA receives any direction and guidance as to the Common Council's goals for any such subsequent collective bargaining agreements. The Common Council can address this topic while in session as the Committee of the Whole.

The Common Council, in session as the Committee of the Whole, may enter closed session pursuant to §19.85 (1)(c) and (e), Stats, to consider negotiation and collective bargaining strategies and guidelines for agreements between the City of Franklin and the Franklin Police Officers Association and the Franklin Professional Firefighters Association Local 2760 I.A.F.F for competitive and bargaining reasons and to reenter open session at the same place thereafter to act on such matters discussed therein as the Common Council, in session as the Committee of the Whole, deems appropriate.

COUNCIL ACTION REQUESTED

Motion to go into closed session:

The Common Council, in session as the Committee of the Whole, may enter closed session pursuant to §19.85 (1)(c) and (e), Stats, to consider negotiation and collective bargaining strategies and guidelines for agreements between the City of Franklin and the Franklin Police Officers Association and the Franklin Professional Firefighters Association Local 2760 I.A.F.F for competitive and bargaining reasons and to reenter open session at the same place thereafter to act on such matters discussed therein as the Common Council, in session as the Committee of the Whole, deems appropriate.