

Monday, May 18, 2026, 5:30 PM
106 Center Street

Members of the public may attend the work session either in person or by joining via Zoom either online or by telephone at:

<https://us02web.zoom.us/j/86346794494>

Meeting ID: 863 4679 4494

One tap mobile

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+13126266799,,86346794494# US (Chicago)

AGENDA

1. Call to Order/Roll Call
2. Agenda Approval
3. New Business
 - a) Discussion of City Communications Plan
 - b) City Manager Performance Review Process
4. Adjournment

ITEM REPORT

To: City Council

From: Cari Lindberg, Assistant City Manager

Meeting Date: May 18, 2026

Department/Office: Administration

Item Name: Discussion of City Communications Plan

Summary:

The City Council identified Communication as a key goal for 2026. Staff would like to use this work session to discuss the communication methods the City is currently using, and those that the Council would like staff to implement.

Newsletters

The newsletter has been resurrected in 2026. The City published the first edition in winter of 2026 and the spring/summer edition was released in early May. Staff plans to electronically publish a digital newsletter quarterly each year. Staff could also create a monthly email blast with more specific information about City issues.

- Is a quarterly newsletter sufficient?
- Should the City issue a printed newsletter?
- Should the City send monthly email blasts to residents?

City Website

Staff continues to use the City website to update the community, and are posting updates to projects on a more regular basis. Residents can sign up for text or email alerts on the website notifying them of upcoming City events, emergency notifications, meeting notices, etc.

- Is there more information that should be available on the City website?

Social Media

The City does not currently have a social media account. Due to the time consuming and demanding nature of social media, staff has been reluctant to create and manage an account. If the City Council would like staff to proceed, staff recommends the creation of an Instagram account for the community with clear parameters surrounding the use and purpose of the account.

- What is the primary purpose of the social media account? To increase awareness of City news? To interact with residents?
- How often should the City post content?

- Should the City follow other accounts or post information from other organizations?
- Should the City post about special events (Rotary Concerts, Chamber Events, Fanfare for the Commons, etc.)

Staff will develop a formal Social Media Policy for Council consideration once these questions have been discussed.

Crisis Communication

The Boil Water Advisory this week was an excellent exercise in crisis communication. Staff put the notice on the City website and sent out emergency notifications to those registered on the system. Staff walked fliers to the Water Street businesses and called schools, churches, and businesses. Public Works placed sandwich board signs around town letting people know about the advisory. Staff communicated with news outlets about the situation, and worked with SLMPD to send out an I-Paws alert (Integrated Public Alert Warning System) which sent a text alert to any cell phone in the Excelsior area over a five-hour period. The goal was that this afternoon message would reach the residents returning home from work.

When the ban was lifted, Public Works placed the sandwich boards around town alerting people of the change. City staff contacted the schools and churches by phone, as well as many of the restaurants in town. Staff also used this opportunity to educate residents about the e-notification system on the website.

- Does the Council have other suggestions for communications during an emergency?

Open Houses

The City held one open house last fall to discuss the purchase of the 261 School Avenue. There were also numerous open house style events regarding the new parking system with Interstate Parking. During the goal setting session, the council expressed an interest holding more open houses.

- Is the City Council interested in holding more open house style events for the community?

Recommended Action:

Budget:

Attachments:

None



Item: 3.b.

ITEM REPORT

To: City Council

From:

Meeting Date: May 18, 2026

Department/Office: Administration

Item Name: City Manager Performance Review Process

Summary:

Over the years, the Council has conducted periodic performance reviews of the city manager. The City has traditionally hired a facilitator who collects feedback from Councilmembers and staff that is reviewed during a closed session with the Council and city manager.

While the method the City has used in the past is the most common, there are other techniques that cities use to evaluate the city manager.

- Appoint one or two Councilmembers to collect feedback from other Councilmembers and/or staff that is either shared privately with the city manager or shared collectively with the Council during a closed session.
- Develop a feedback form that a staff member (typically the human resources director or assistant city manager) distributes to the Council and/or staff. The feedback is then copied and pasted into a document for the Council to discuss during a closed session with the city manager.

The Council should discuss whether they want to complete a performance review of the city manager this year and if so, what evaluation method the Council wishes to use.

Recommended Action:

Budget:

Attachments:

None