



**Study Session**

**SS**

**Milwaukie City Council**

## COUNCIL STUDY SESSION

Ledding Library, 10660 SE 21st Ave  
& Zoom Video Conference ([www.milwaukieoregon.gov](http://www.milwaukieoregon.gov))

## AGENDA

JUNE 13, 2023

**Council will hold this meeting in-person and through video conference.** The public may attend the meeting at the library or by joining the Zoom webinar. **The meeting will NOT be recorded.**

**To participate in this meeting by phone** dial 1-253-215-8782 and enter Webinar ID 837 5111 0754 and Passcode: 107967. To raise hand by phone dial \*9.

**Written comments** may be submitted by email to [ocr@milwaukieoregon.gov](mailto:ocr@milwaukieoregon.gov). Council may take limited verbal comments. **For Zoom webinar login information** visit <https://www.milwaukieoregon.gov/citycouncil/city-council-study-session-142>.

**Note:** agenda item times are estimates and are subject to change.

1. **Council Retreat – Discussion** (5:15 p.m.)  
Staff: Ann Ober, City Manager
2. **Adjourn** (9:15 p.m.)

### Meeting Accessibility Services and Americans with Disabilities Act (ADA) Notice

The city is committed to providing equal access to public meetings. To request listening and mobility assistance services contact the Office of the City Recorder at least 48 hours before the meeting by email at [ocr@milwaukieoregon.gov](mailto:ocr@milwaukieoregon.gov) or phone at 503-786-7502. To request Spanish language translation services email [espanol@milwaukieoregon.gov](mailto:espanol@milwaukieoregon.gov) at least 48 hours before the meeting. Staff will do their best to respond in a timely manner and to accommodate requests. Most Council meetings are broadcast live on the [city's YouTube channel](#) and Comcast Channel 30 in city limits.

### Servicios de Accesibilidad para Reuniones y Aviso de la Ley de Estadounidenses con Discapacidades (ADA)

La ciudad se compromete a proporcionar igualdad de acceso para reuniones públicas. Para solicitar servicios de asistencia auditiva y de movilidad, favor de comunicarse a la Oficina del Registro de la Ciudad con un mínimo de 48 horas antes de la reunión por correo electrónico a [ocr@milwaukieoregon.gov](mailto:ocr@milwaukieoregon.gov) o llame al 503-786-7502. Para solicitar servicios de traducción al español, envíe un correo electrónico a [espanol@milwaukieoregon.gov](mailto:espanol@milwaukieoregon.gov) al menos 48 horas antes de la reunión. El personal hará todo lo posible para responder de manera oportuna y atender las solicitudes. La mayoría de las reuniones del Consejo de la Ciudad se transmiten en vivo en el [canal de YouTube de la ciudad](#) y el Canal 30 de Comcast dentro de los límites de la ciudad.

### Executive Sessions

The City Council may meet in executive session pursuant to Oregon Revised Statute (ORS) 192.660(2); all discussions are confidential; news media representatives may attend but may not disclose any information discussed. Final decisions and actions may not be taken in executive sessions.

# MEDIA ENGAGEMENT

*A brief overview*

# TOPICS

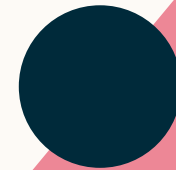
Media Relations Principles

Interview Planning & Preparation

Interview Attitude

Evaluation

Questions





# MEDIA RELATIONS PRICIPLES

- An organization should speak with one voice
- Do not expect to control the media's assessment of what is newsworthy
- “No comment” is never an option
- It's OK to say, “I don't know, but I'll find out.”
- Consider reporters allies, not enemies
- The media enhances transparency and accountability
- Expect to get “dings” occasionally
- Scrutiny is more bearable when engaging with reporters with openness, candor, accuracy and in a timely manner



# INTERVIEW PREPARATION

- Make sure you understand the topic to be discussed
- Ask about the nature, length and eventual use of the interview
- Are you the appropriate person to speak?
- If the interview is based on a news tip, ask the reporter to identify the source of the information



# INTERVIEW PLANNING

## MEDIA & STAKEHOLDERS

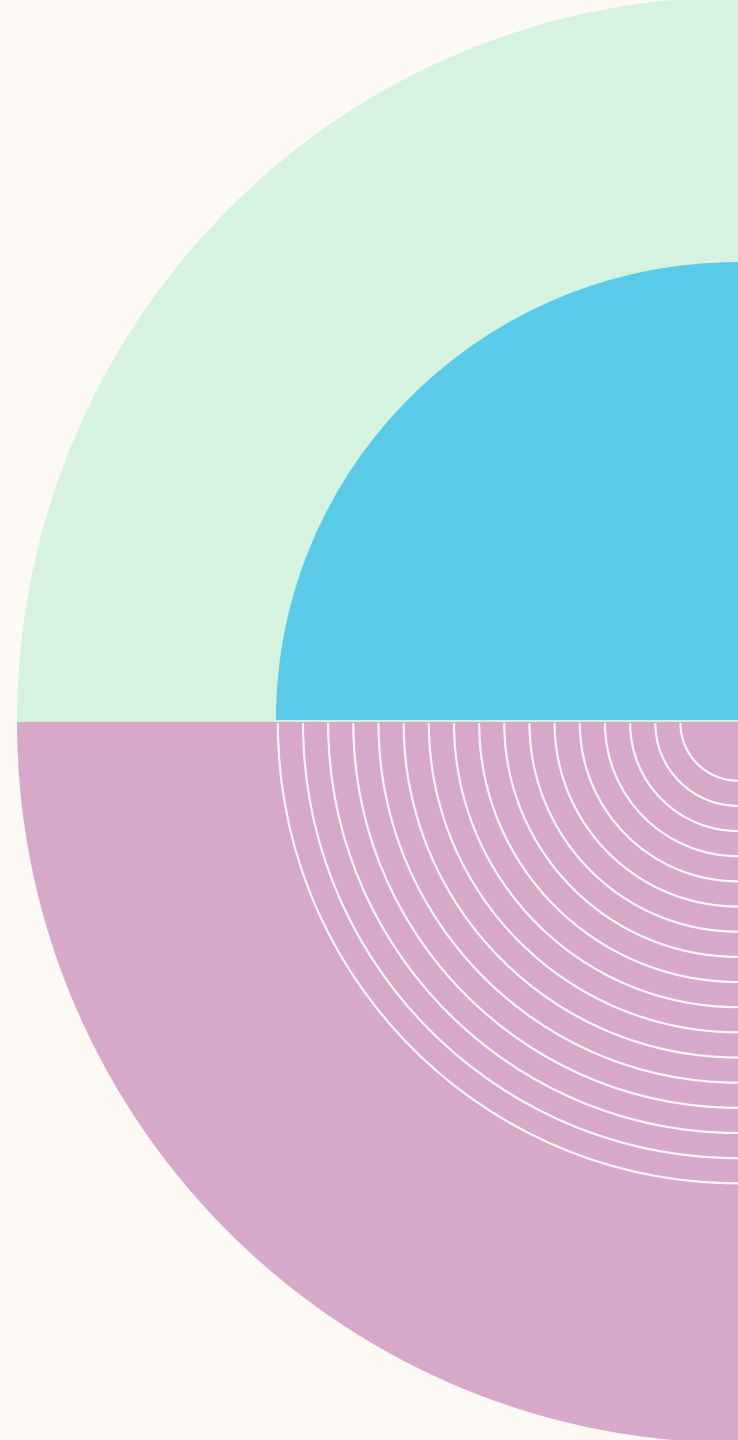
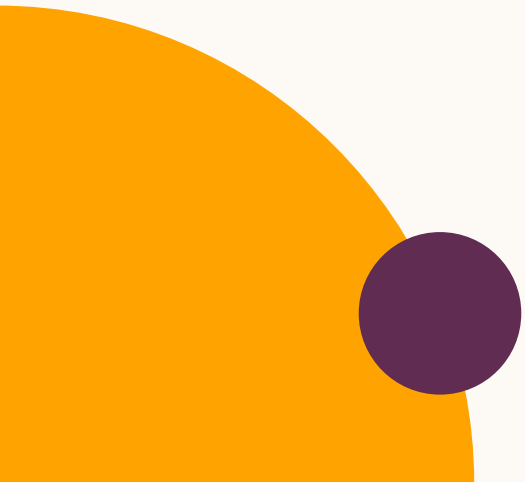
- **Key Stakeholders:** List groups most affected by the issue, project, etc.
- **Media Interest:** Why would the media be interested in this issue, project, etc.
- **Opponents:** List any groups or individuals who are likely to oppose you on the issue
- **Balance:** Think about the nature and credibility of opposing perspectives

## OBJECTIVES & STRATEGY

- **Awareness, Acceptance, Action:** Determine the impact you hope to make on your stakeholders
- **Message Tone:** Determine how you want your message to come across or could come across—calm, cautionary, responsible, confident, guilty, etc.
- **Power Words:** Identify powerful and memorable words or phrases you would like to incorporate

# SUMMARY

- Don't try to “play it by ear”
- Know yourself. Rely on your expertise and skills
- Know your audience
- Know what you want to say
- Know what impact you hope to make
- Anticipate the questions a reporter may ask







# INTERVIEW ATTITUDE

- Speak clearly
- Be honest
- Remain confident
- Remember your conviction
- Try to be credible
- Keep your cool
- Don't be intimidated



# AFTER THE INTERVIEW

**REVIEW YOUR  
PERFORMANCE**



**NOTE HOW THE  
REPORTER HANDLES  
THE INFORMATION**



**PUT IT BEHIND YOU**



**SPEAK WITH THE  
CITY MANAGER &  
COMMUNICATION  
PROGRAM  
MANGER IF  
MISREPRESENTED**

# LESSONS FROM TED LASSO





**QUESTIONS?**

The background features a dark teal color with two large, overlapping circles. The left circle is a light cream color, and the right circle is a light blue color. In the top right corner, there are several concentric white lines that curve towards the right edge of the frame.

# THANK YOU

Jordan Imlah

[imlahj@milwaukieoregon.gov](mailto:imlahj@milwaukieoregon.gov)

503.786.7503



# Milwaukie City Council Retreat

Summer 2023



# Media Training



# The Golden Circle

## The Golden Circle

[Click here for Simon Sinek's Golden Circle Ted Talk video.](#)

### WHAT

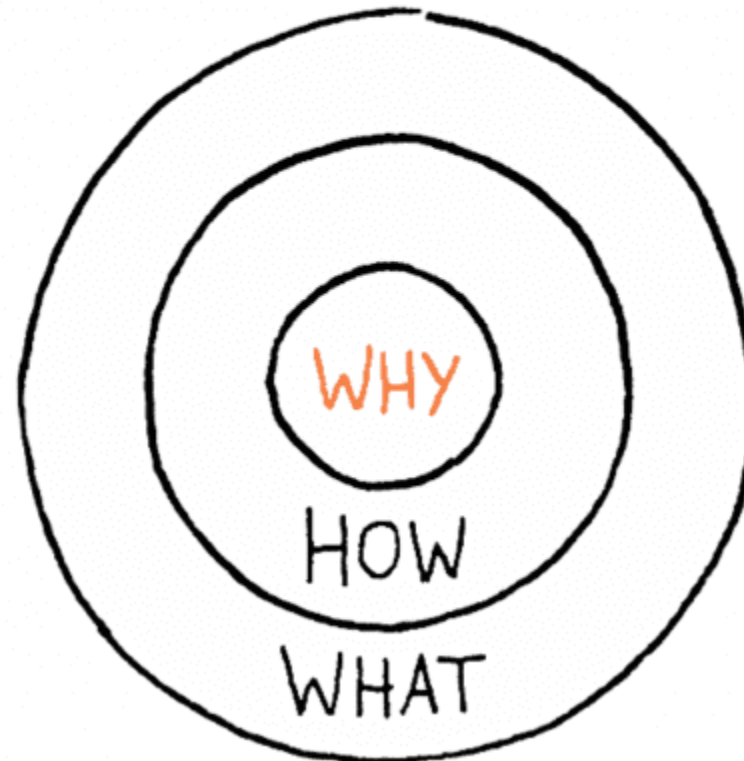
Every organization on the planet knows WHAT they do. These are products they sell or the services

### HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

### WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.





# Resourcing Community Goals

## Staffing Breakdown

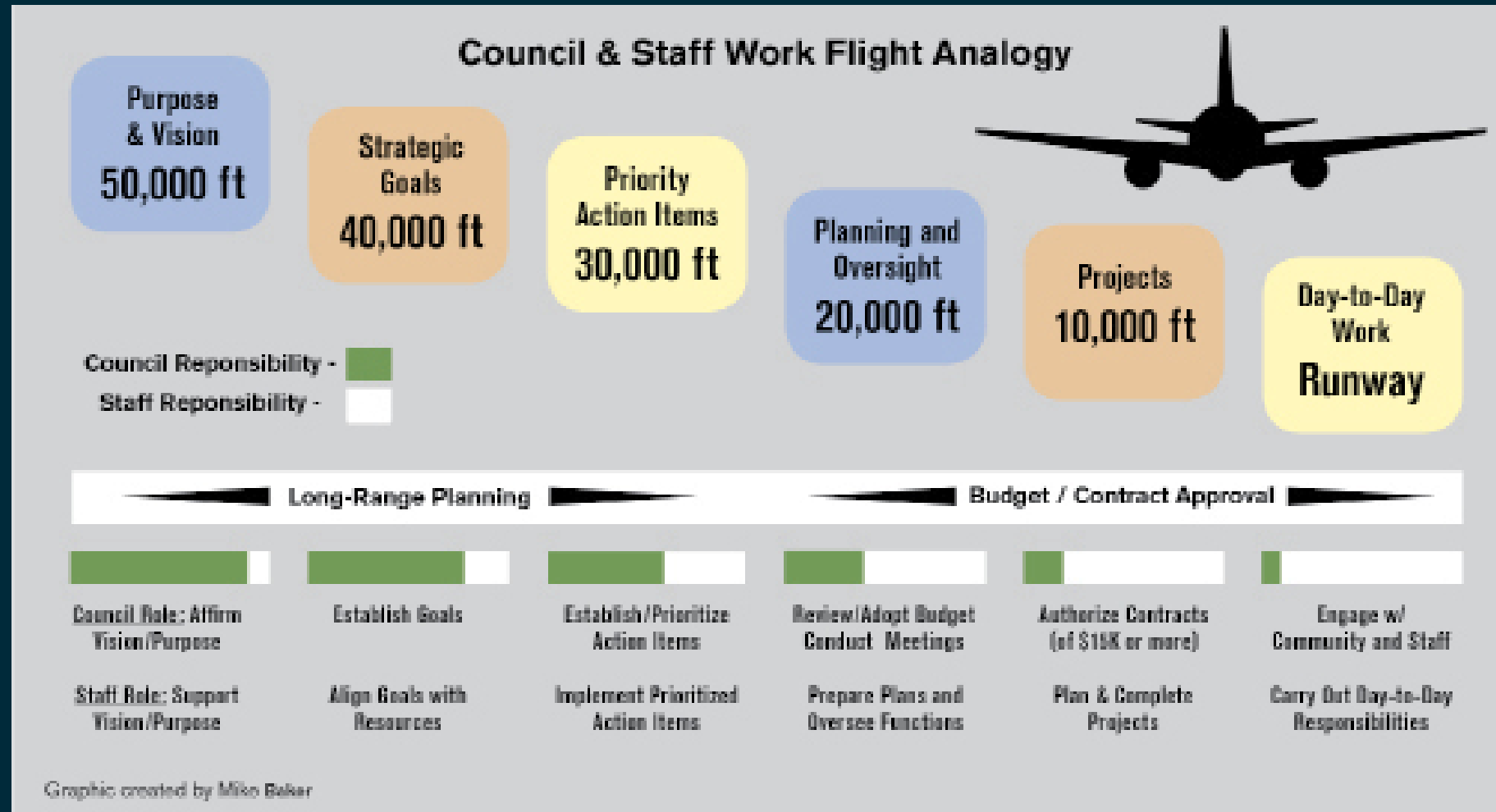
- 142 total staff
  - 116 represented
  - 2 non-represented
  - 24 managers

## Key Considerations

- Essential Services
- Council Goals
- Boards and Committees

| Department                         | FY 2023<br>Adopted<br>Budgeted<br>FTE | Adopted<br>Budget<br>Transfers | Current<br>Budgeted<br>FTE | Actual<br>FTE | Quarter<br>Variance with<br>Actual FTE<br>+ / (-) |
|------------------------------------|---------------------------------------|--------------------------------|----------------------------|---------------|---|
| City Manager                       | 8.0                                   | 0.0                            | 8.0                        | 6.8           | -1.2  |
| City Attorney                      | 1.0                                   | 0.0                            | 1.0                        | 1.0           | 0.0   |
| Community Development              | 5.5                                   | 0.0                            | 5.5                        | 3.2           | -2.3  |
| Public Works Administration        | 8.0                                   | 0.0                            | 8.0                        | 8.1           | 0.1   |
| Engineering                        | 10.5                                  | 0.0                            | 10.5                       | 9.4           | -1.1  |
| Facilities                         | 3.0                                   | 0.0                            | 3.0                        | 3.0           | 0.0   |
| Finance                            | 7.0                                   | 0.0                            | 7.0                        | 6.8           | -0.2  |
| Fleet                              | 3.0                                   | 0.0                            | 3.0                        | 3.0           | 0.0   |
| Human Resources                    | 2.0                                   | 0.0                            | 2.0                        | 2.0           | 0.0   |
| Information Technology             | 3.0                                   | 0.0                            | 3.0                        | 3.0           | 0.0   |
| Municipal Court                    | 0.5                                   | 0.0                            | 0.5                        | 0.5           | 0.0   |
| Planning                           | 5.0                                   | 0.0                            | 5.0                        | 5.0           | 0.0   |
| Code Enforcement                   | 3.0                                   | 0.0                            | 3.0                        | 3.0           | 0.0   |
| City Recorder                      | 3.5                                   | 0.0                            | 3.5                        | 3.5           | 0.0   |
| Library                            | 18.3                                  | 0.0                            | 18.3                       | 17.8          | -0.4  |
| Police Department                  | 38.5                                  | 0.0                            | 38.5                       | 38.2          | -0.3  |
| Building                           | 3.0                                   | 0.0                            | 3.0                        | 2.9           | -0.1  |
| Streets                            | 6.0                                   | 0.0                            | 6.0                        | 5.5           | -0.5  |
| Water                              | 8.0                                   | 0.0                            | 8.0                        | 7.6           | -0.5  |
| Wastewater                         | 4.5                                   | 0.0                            | 4.5                        | 4.5           | 0.0   |
| Stormwater                         | 8.0                                   | 0.0                            | 8.0                        | 7.5           | -0.5  |
| <b>Grand Total</b>                 | <b>149.3</b>                          | <b>0.0</b>                     | <b>149.3</b>               | <b>142.4</b>  | <b>-6.9</b>                                       |
|                                    |                                       |                                |                            |               |   |
| Total Full-Time Positions          | 145.1                                 | 0.0                            | 145.1                      | 141.5         | -3.7  |
| Total Part-Time FTE                | 4.1                                   | 0.0                            | 4.1                        | 0.9           | -3.2  |
| Total Full-Time Equivalents (FTEs) | <b>149.3</b>                          | <b>0.0</b>                     | <b>149.3</b>               | <b>142.4</b>  | <b>-6.9</b>                                       |

# Council / Staff Engagement



# Policy and Process Discussion

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## Policy

- Art Tax
- Parking Code
- Childcare Center Ordinance

## Process

- Community Comments

