



**City of Madison**  
**Minutes – Approved**  
**CCOC Subcommittee to Develop**  
**Council Strategic Plan & Priorities**

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

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**Monday, February 1, 2016**

**7:00 p.m.**

**Study Room 111**  
**Central Library**  
**201 W. Mifflin Street**

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**Members present:** Ald. Ledell Zellers, Ald. Denise DeMarb (Chair), Ald. Mark Clear

**Alternate members present:** Ald. Shiva Bidar-Sielaff

**Notified Absence:** Ald. Matt Phair

**Others present:** Ald. Barbara McKinney, Heather Allen, Legislative Analyst, Anne Monks, Deputy Mayor, Dave Schmiedicke, Finance Director, Kara Kratowicz, Data Projects Coordinator, Laura Larsen, Budget & Program Evaluation Manager

1. Call to order  
At 7:07 meeting was called to order.
2. Public comment  
There was no public comment.
3. Disclosures & Recusals  
There were no disclosures or recusals.
4. Approval of Minutes from the December 14, 2015 meeting.  
The minutes from the December 14, 2015 were approved.
5. Discussion: Strategic Management and Outcome Based Budgeting – Dave Schmiedicke, Laura Larsen, and Kara Kratowicz

Dave Schmiedicke, Laura Larsen and Kara Kratowicz presented information regarding a proposed strategic management plan including the elements of outcome based budgeting and LEAN government (see attached PowerPoint). Participants highlighted the following points:

- Strategic Management is the overall goal/the overall framework
  - Outcome budgeting is a piece of strategic management. In addition, Madison will need a structure to evaluate programs (LEAN government), and we need to track our data to evaluate effectiveness. In one example, Baltimore is evaluating effectiveness with an annual
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citizen survey by asking how satisfied they are with services and the priorities of those various services.

- Priority setting will require us to ask new questions. In the future we must consider what should we take away from the budget/what are the tradeoffs?
- Data management will require an effort to establish the process and procedures to manage, share and store data. Ultimately the city wants to ensure we have the proper policies and systems in place. In addition, a new data management team will be developed (including deputy mayors). That team would oversee the data across the city.
- Data management should ultimately help us work better across agencies.
- Outcome budgeting is the one tool that will allow us to sync funding with the outcomes identified with our priorities. We must determine what the Madison brand is for Outcome based budgeting and our priorities?
- The steps in the process include: 1) develop the strategic plan, 2) identify the vision, 3) set priorities, 4) set specific measurable goals within the priorities.
- The goal is to ensure services are reflected in the ways agencies are organized - the naming/organization should focus on the method/opportunities of interaction.
- Question: this is an aggressive timetable. Do we have the staff resources to implement this? Yes, we are applying for a Bloomberg What Works Cities Grant <http://whatworkscities.bloomberg.org/>. If we receive the grant we may be able to hire extra staff to implement this work.

6. Discussion: Racial Equity Training re: Communication and the City of Madison Racial Equity Tool.

It is important that the members of our committees are trained on RESJI or learn about our goals. Council relies on the city committees to provide guidelines. There is an assumption that alders apply the equity lens and know about micro-aggressions, but alders have not been trained on these issues as a body.

On Saturday February 6<sup>th</sup>, the Council will participate in a racial equity and social justice training. Toriana Pettaway, Department of Civil Rights, Erin Stenson, Human Resources Department and Jordan Bingham, Public Health Madison & Dane County will lead the training. The training will take place at the Goodman Community Center in the Evjue Room at 149 Waubesa Street on Saturday February 2, 2016 from 12:00 PM - 5:00 PM.

Lunch will not be provided. Participants should plan to bring lunch and anything else necessary to stay engaged and focused throughout the meeting. Light refreshments and coffee will be provided. The topics discussed may be difficult or sensitive for some participants. Participants are encouraged to take breaks as necessary, be mindful of their own energy and take care of their needs throughout the training.

This training is tailored for Council members and will focus on real-life scenarios. Alders will learn how to respond to difficult conversations about race using conversational tools and other strategies.

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Participants will practice framing conversations with a positive shared vision to avoid potential racialized conflicts. Council members are strongly encouraged to attend.

7. Discussion: Next Meeting, February 29, 2016 and future meetings.  
The next meeting will take place on Monday February 29<sup>th</sup> at 4:30 PM.
8. Future Agenda Items  
There was no discussion of future agenda items.
9. Adjournment  
The meeting was adjourned at 8:45 PM.