



CITY OF APPLETON

Office of the Mayor
Jacob A. Woodford
100 N Appleton St
Appleton, WI 54911
p: 920.832.6400
f: 920.832.5962
Mayor@appleton.org

MEMORANDUM

Date: 5/14/2024

To: Human Resources & Information Technology Committee; Common Council

From: Mayor Jake Woodford

Subject: Resolution 3-R-24 Environmental Education

Resolution 3-R-24 Environmental Education was submitted to the Council on March 20, 2024, and subsequently referred to staff. We have conducted a review of the resolution, and this memo will summarize the analysis and our recommendation to the Committee.

It is customary for Alders drafting resolutions to discuss and research the subjects they intend to initiate action on prior to submitting a resolution. In the case of 3-R-24, it appears that very little, if any, communication and coordination with staff occurred. The resolution text refers to the website project as impetus for the recommended action, however, Communications and Public Engagement Coordinator Anaam, who is managing the project alongside CMS Analyst Randal Hicks, was never contacted about this request.

In its opening line, 3-R-24 states: "the city of Appleton, has repeatedly shown interest and willingness to educate the public regarding best practices in environmental stewardship." This leads one to question why legislative action would be required to compel the administration to do something that, in fact, it was already intending to take? Had any of the authors simply asked the Mayor, they would have learned that updating the public information regarding sustainability and resiliency have been priorities of the website redesign process from the beginning.

As Alders well know, my administration is always open to suggestions and collaboration. That is true of the website project, where we have sought input from the Council on the design and functionality of the new site. This continues to be the case as we move into content development among the City departments, and we will have much design work and content iteration to do once the site goes live.

In any case, 3-R-24 proposes to compel action that is already planned by the Administration, and might be read as little more than a political statement on the part of the Council. With respect to the Council's political speech, we will not opine on what should be done with 3-R-24. However, as it pertains to the action the Resolution seeks to initiate, it would appear to be superfluous.

As such, we recommend that 3-R-24 either be HELD INDEFINITELY or DENIED.