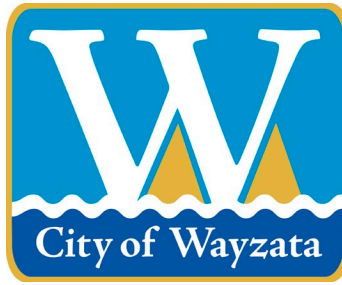


**Wayzata City Council Workshop Meeting Agenda
Wayzata City Hall Community Room, 600 Rice Street
Tuesday, January 22, 2019**

WORKSHOP TOPICS FOR DISCUSSION:

1. Lake Effect Conservancy Marketing and Communications
Presentation (5:45 p.m.)

Page 2



City Council
Mayor Ken Willcox
Jeff Buchanan
Dan Koch
Johanna McCarthy
Alex Plechash

City Manager
Jeffrey Dahl

Date: January 17, 2019

To: The Honorable Mayor and Members of the City Council

From: Jeffrey Dahl, City Manager

Work Shop: Lake Effect Conservancy Marketing and Communications Presentation

Update

In an effort to ensure communications about the Lake Effect Project is simple, factual, and consistent, Ted Davis Communications, the marketing and communications consultant that the City, Chamber, and Lake Effect Conservancy have been partnering with, will be presenting updated information regarding:

- basic tools and methods of communication; and
- introducing a new and more simple approach in summarizing the Lake Effect Project to the public.

This presentation was previously given to the Lake Effect Conservancy Board as well as select City staff. It will be held in the form of a work shop and will be open to all members of the public. City staff and most board and commissions were invited and will be in attendance.

Attachments

N/A