

From: [McEwen, Colin](#)
To: [Bullock, Tom](#); [Eileen Korey \(ek@eileenkorey.com\)](mailto:ek@eileenkorey.com)
Cc: [Smith, Monique](#); [Bach, Maureen](#); [Hagan, Mary](#)
Subject: Re: Can you please send whatever draft you have of an email from Council?
Date: Thursday, December 10, 2015 2:45:57 PM

OK, cool.
Keep me posted.

From: Bullock, Tom
Sent: Thursday, December 10, 2015 2:37 PM
To: McEwen, Colin; Eileen Korey (ek@eileenkorey.com)
Cc: Smith, Monique; Bach, Maureen; Hagan, Mary
Subject: Re: Can you please send whatever draft you have of an email from Council?

Council can send out its own press release, or individual Councilmembers can do so from themselves. (Ideally, the Council President wouldn't send out a statement from all of Council unless all of Council has bought in.)

A letter is more the tool for this job, and I don't see any material difference between a letter and a release.

I do think there is a way for Council to communicate with a unified message while still respecting sunshine laws. This is what I can clarify with Kevin. We can, at least, accurately describe the proposal before Council including its features and benefits.

Tom Bullock
Lakewood City Council at Large
216-395-7LWD (-7593)
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From: McEwen, Colin
Sent: Thursday, December 10, 2015 12:34 PM
To: Bullock, Tom; Eileen Korey (ek@eileenkorey.com)
Cc: Smith, Monique; Bach, Maureen; Hagan, Mary
Subject: Re: Can you please send whatever draft you have of an email from Council?

Tom,

Only point I'd add is that I am not sure council *can* discuss this amongst yourselves. That was the problem with doing the letter. It's an open-meetings-law situation.

It's a press release, not the originally discussed letter. But I think council president Madigan will still need to make the call here: Can the administration move forward with the press release or not?

OK thanks.

-Colin

From: Bullock, Tom
Sent: Thursday, December 10, 2015 12:06 PM
To: McEwen, Colin; Eileen Korey (ek@eileenkorey.com)
Cc: Smith, Monique; Bach, Maureen; Hagan, Mary
Subject: Re: Can you please send whatever draft you have of an email from Council?

Agreed, Colin. The message you sharing with me is a good one. However, it needs to be shared Councilwide--or Council needs to allocate time to discuss this amongst ourselves--if that is to happen.

Cc'ing Eileen.

Tom Bullock
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From: McEwen, Colin
Sent: Thursday, December 10, 2015 11:54 AM
To: Bullock, Tom
Cc: Smith, Monique; Bach, Maureen; Hagan, Mary
Subject: Re: Can you please send whatever draft you have of an email from Council?

Sounds good.

I'm always available to help.

I'd encourage council members to answer questions immediately — don't wait for me or the administration.

The first set of FAQs is an excellent guideline to some of these questions asked. The second round of FAQs (should actually be called not-as-frequently-asked-questions) is coming; but don't wait for them to respond.

If the question is complicated and/or councilmembers needs more time (or simply don't know the answer), responding that a more detailed response is coming is absolutely fine. "Thanks for your email. I appreciated the thoughtful questions; please give me some time to provide an equally thoughtful response." It's OK to wait to give an answer, as long as council members are *responding* right away.

City Council is a 7-member communications army. We've worked hard here to provide the tools to be able to answer these complicated questions. Go get 'em.

-Colin

From: Bullock, Tom

Sent: Thursday, December 10, 2015 11:26 AM

To: McEwen, Colin

Cc: Smith, Monique; Bach, Maureen; Hagan, Mary

Subject: Re: Can you please send whatever draft you have of an email from Council?

One more thing: I'll be asking Kevin (and have already asked Eileen for the same thing) for time for a Council "training", perhaps this Saturday before or after the budget hearing, on how individual Councilmembers can, and **SHOULD**, begin initiating one-on-one communications in their own right on the hospital issue.

The talking points and FAQ are a big, helpful step in this regard **BUT** I suspect Councilmembers will hang back until we agree that this is the right approach and that now is the moment for us all to go on the offense. A training of sorts (likely run by you, Colin) would help us all feel more self-confident and help us understand how our individual efforts fit into a greater whole. It may also enable us to ask for help from the Council office--so for example, if Councilperson X wants to communicate but is busy during the day, so it will happen late or not at all unless there is staff support, well, we can agree to support that Councilperson with the time and energy needed.

Tom Bullock

Lakewood City Council at Large

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From: McEwen, Colin
Sent: Thursday, December 10, 2015 11:09 AM
To: Bullock, Tom
Cc: Smith, Monique; Bach, Maureen
Subject: Re: Can you please send whatever draft you have of an email from Council?

Hello, all.

Please find the attached press release (as opposed to the original "letter" idea). Kevin noted that this is a more appropriate way to share with the public, than a letter (for all kinds of reasons that I don't fully understand).

Anyway, please find the release. And talk amongst yourselves.

-Colin

From: Bullock, Tom
Sent: Thursday, December 10, 2015 10:57 AM
To: McEwen, Colin
Cc: Smith, Monique; Bach, Maureen
Subject: Can you please send whatever draft you have of an email from Council?

Hi Colin,
Can you please send whatever draft you have of an email from Council? I want to work on that. I have calls pending to Kevin so I'll close the loop on that front.

If need be I'll send out an email solo to residents to adhere to sunshine laws.

Thanks,
Tom

Tom Bullock
Lakewood City Council at Large
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