



City Council Comms Update

Update Q2
June 8, 2026





Topics of Discussion

- MultiMedia Management
 - Blogs
 - Videos
- Public Relations
 - Press Releases/Media Alerts
 - Articles
- Community Engagement
 - Events
- What's Next for Q3

Multimedia Management: Blogs

- Like a newsletter, Council blogs combine visual and written snapshots of what is going on within Council
- Mar – June: 3 Blogs
- Goal: Continue 1-2 per month



2026 State Legislative Outcomes

Erik Poulsen, Manager of Intergovernmental Affairs, No Phone Number Available

Monday, March 16, 2026 at 4:53 p.m.



The 2026 State Legislative Session adjourned as scheduled on March 12 after 60 intense days that were very significant for the City of Spokane. Council President, Council Members, Staff, the Administration, our state lobbyists, and community partners all contributed greatly to these important victories.



Impact Story: Belonging in Action

Lisa Gardner, City Council Director of Communications and Community Engagement, No Phone Number Available

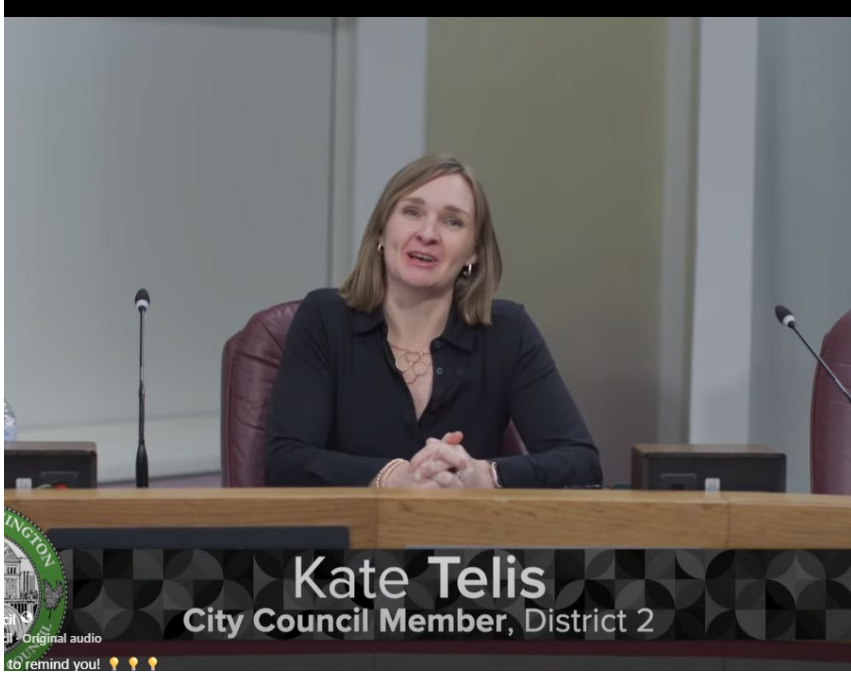
Friday, May 22, 2026 at 2:28 p.m.



Alex Gibilisco (bottom right) and Betsy Wilkerson (center) with Spokane city officials and staff during a 2024 training on building belonging in Spokane, Washington.



Video Programs 2026 May 1st Spotlight on Equity With Alex Git



Video Programs 2026 May 21st Council Connection - May 21, 2026



Spokane Council Connection - INW Dyslexia Alliance. Hosted by Council Member Zappone and Council Member Klitzke

Multimedia Management: Videos

- Council Connections and Equity Spotlights ramped up in Q2.
- Implementing PSA's and event footage
 - Coffee with Council PSA
 - Council Day Change (2 videos)

City Council
 by Lisa Gardner · April 17 ·
 cups ready to sit down with Councilmember Paul Dillon and
 Coffee with Council on Wednesday, April 22, at 3:30pm.



Public Relations

- Press Releases
 - Mar – Jun = 5
- Media Alerts
 - Mar – Jun = 6



City of Spokane—Media Release

www.spokanecity.org

FOR IMMEDIATE RELEASE

May 11, 2026

Contact: Lisa Gardner
Director, Communications
Spokane City Council
lgardner@spokanecity.org

**SPOKANE CITY COUNCIL APPROVES
ACTIVATION OF PUBLIC SPACES PROGRAM**

Spokane, WA— During Monday’s Legislative Session, the Spokane City Council voted on a resolution to implement a public spaces program. The program promotes the use of public spaces by streamlining the city’s permitting and licensing processes and making it easier and more affordable. Activating the public right-of-way will enhance engagement during festivals, parades, and



City of Spokane—Media Release

www.spokanecity.org

FOR IMMEDIATE RELEASE

April 17, 2026

Contact: Lisa Gardner
Director, Communications
lgardner@spokanecity.org

SPOKANE CITY COUNCIL MEMBERS TO HOST “BARRIERS TO BUILDING”

*An interactive conversation on barriers to building
and mitigation strategies*

WHAT: Spokane City Council Members Zack Zappone and Michael Cathcart, in collaboration with the Spokane Low Income Housing Consortium, will host an interactive discussion on barriers to building and mitigation strategies to address those barriers both locally and statewide. This public event will focus on receiving feedback from subject matter experts, however it is open for anyone to attend.

WHEN: Tuesday, April 21, 1pm -3pm

Public Relations Con't

Assisting Council President and Planning team on the ReFive Article for
Black Lens

ReFIVE

a community plan for fifth avenue

MAY 2026: PUBLIC REVIEW DRAFT AVAILABLE NOW!



Community Engagement

- June 3rd Civics 101: How to Engage with Council
 - 35 attendees
 - 15+ follow up questions
 - Follow up sessions
 - Budget
 - City, County, State
 - How a law is created

CIVICS 101:
HOW TO ENGAGE WITH COUNCIL

SPOKANE CITY COUNCIL

YOUR COMMUNITY.YOUR VOICE. YOUR SAY

JUNE 3, 2026 | 6:00PM
COUNCIL CHAMBERS AT CITY HALL

What will you get?

- ✓ ROLE OF CITY COUNCIL
- ✓ HOW TO SHARE YOUR VOICE
- ✓ TOOLS, TIPS & RESOURCES

PANELISTS

KAREN STRATTON
FORMER SPOKANE CITY COUNCIL MEMBER

NAGHMANA SHERAZI
EQUITY SUBCOMMITTEE MEMBER

LUKE TOLLEY
COMMUNITY ASSEMBLY

MODERATED BY COUNCIL MEMBER SARAH DIXIT

BRING A FRIEND

In Spokane We All Belong

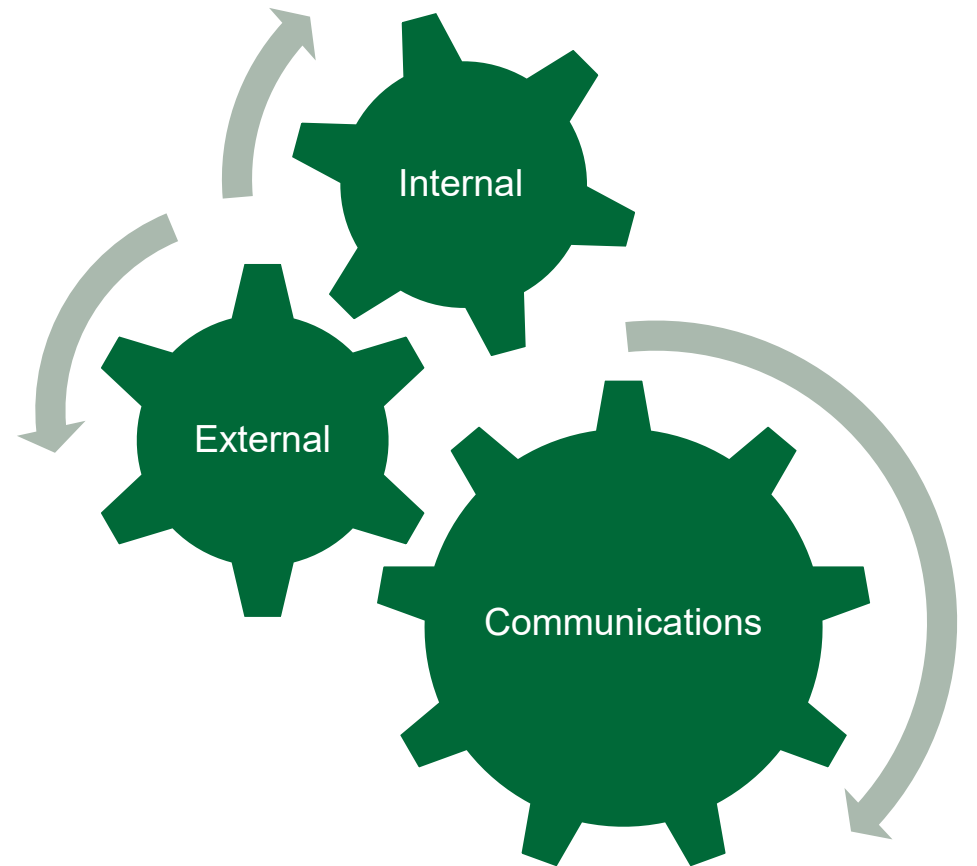
Council Day Change

- More CM videos
 - July (count down to Wednesdays)
 - Post Change video (Council President)
- Newsletters
 - D3
 - D2
 - Community Update (City)
 - ONS Newsletter
- Press Release
 - July Week before day change



Comms Strategy 2027

Based on Matrix Report,
establish Council Office
Comms strategy





What's Next: Q3

- More Blogs
- More PR/Press Releases
- Community Days
- Council Connections
- Continuation of Civics 101
- Final Videos of Council Day Change featuring CM Zappone and Council President
- More Council Promotions

