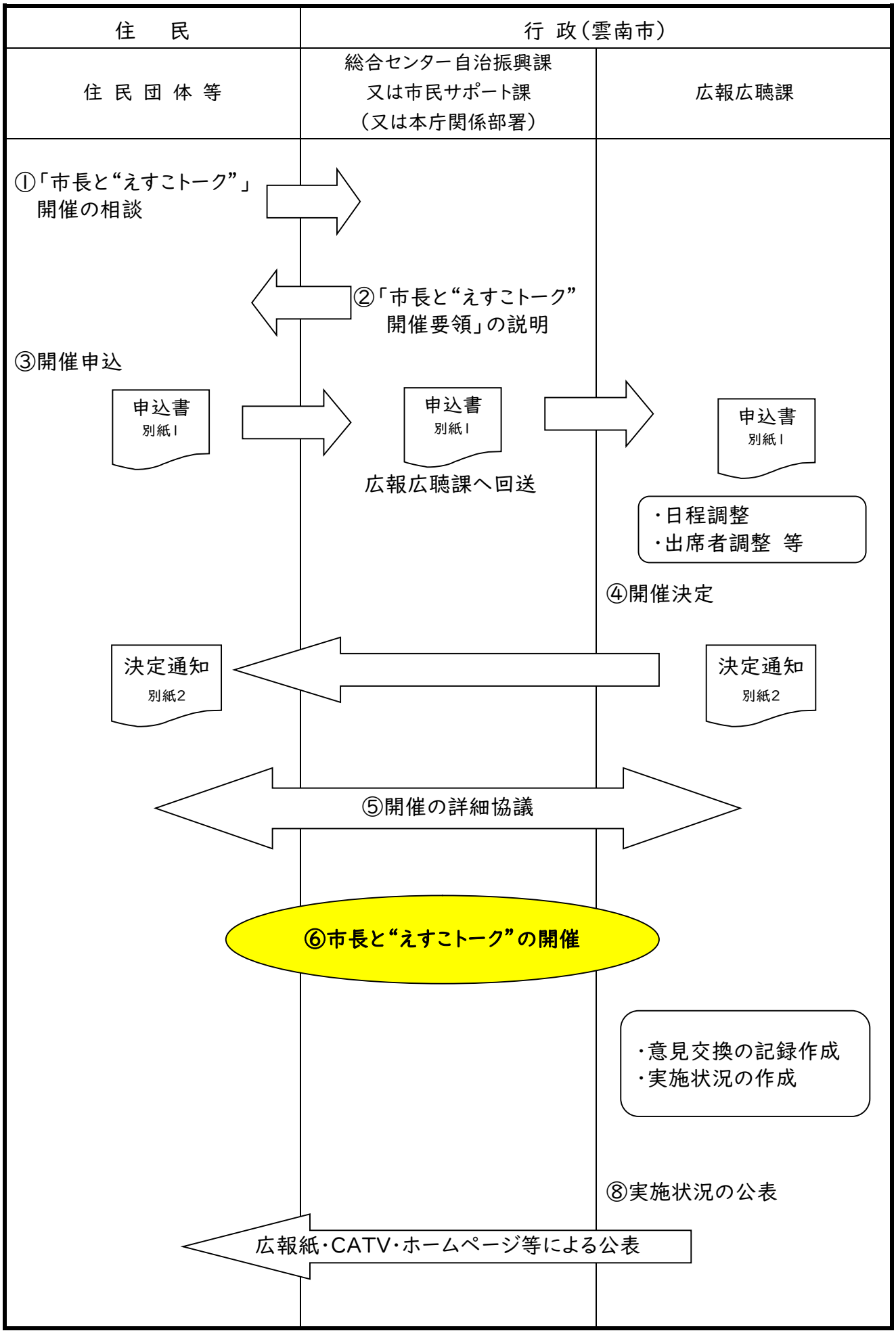「変わらず変える!市長と“えすこトーク”」開催の流れ