

**COMMUNICATIONS COMMITTEE
WEDNESDAY, DECEMBER 05, 2012 AT 3:30 P.M.
CITY HALL, CONFERENCE ROOM 2A**

The meeting was called to order by Chairperson Hill at 3:31 p.m.

Roll Call. Present: Chairperson Hill, Gary Milliette, Ron Berndt and Jeff Miskie. Absent: Julie Drolshagen. Others present: Emergency Management Coordinator Peters and City Clerk Hawes.

Approval of Minutes from August 29, 2012 meeting as distributed

Milliette/Berndt motion to approve minutes from the August 29, 2012 committee meeting, as prepared. Motion carried by a vote of 3-0.

Comments from the public limited to 5 minutes. None.

Update on media outlet coordination

Chairperson Hill said that with Lake Geneva Regional News designated as the City's official newspaper, we want to make sure we have good lines of communication with them. Chris Schultz, a journalist for the newspaper, commented that communication from the City has generally been good. John Halverson, general manager of the newspaper, said he could meet with City Clerk Hawes to discuss any ways that communication could improve with website/social media tools. Mr. Halverson said they continue to prefer email as a primary form of contact.

Discussion on public/private communications initiatives introduced by John Peters, Emergency Management Coordinator

Emergency Management Coordinator Peters explained the public/private partnership project he is working on. He said the purpose of the effort is to establish lines of communication prior to an emergency event happening. He said he is working with the Chamber of Commerce to collect emails from businesses to establish a contact list. Chairperson Hill said Mr. Peters should work together with City Clerk Hawes, who will be working to establish a weekly e-mail blast for the City. Ms. Hill noted that e-mail lists are public record so it will be important to have a policy or disclaimer for the e-mail list.

Discussion/recommendation on Communications Committee charter

Chairperson Hill suggested the committee recommend changes to the committee's charter. She said the current charter limits their duties to the City website and Channel 25. Ms. Hill referenced a few examples of communications committee charters from other communities. Mr. Milliette said one of the committee's duties should be advising on all technology purchases. Mr. Miskie disagreed that the committee should be involved with all technology purchases, noting that department heads have certain resources and expertise for deciding on software and other purchases. Chairperson Hill agreed with Mr. Miskie, but suggested the committee advise on bigger, infrastructure related technology improvements. Ron Berndt said it is important to differentiate between communications and technology. He suggested they both be part of the scope but identified separately.

Berndt/Milliette motion to recommend adding the sentence from Cupertino, California's communications committee charter regarding technology and the sentence from Delavan's communication committee charter regarding resident communications to the committee's duties in the municipal code. Motion carried by vote of 3 to 0. An ordinance will be drafted and forwarded to City Council for consideration.

Discussion/recommendation on online meeting storage and playback

Mr. Milliette presented an option for providing City meeting videos online. He said the City could have videos stored on a service provided by Amazon. He ran some cost estimates, assuming the City would compress its meeting video files down to about 500MB. Mr. Milliette explained if the City had about 300 videos in five years stored on Amazon it would cost about \$171 per year for storage. He said the cost of streaming with Amazon's S3 would be about \$4-\$5 per month depending on how many times the videos were streamed. Chairperson Hill expressed concern with a "per use" cost, stating it could be difficult to plan for unknown costs

Ron Berndt said he had a different recommendation for online videos. He said he evaluated five different video hosting services for storing, hosting, streaming and embedding online videos. He recommended the City use Vimeo Plus. Mr. Berndt explained it is like YouTube, except you own your assets and there are no ads or sidebars. He said Westchester County, New York is a good example of how it's been used for government meetings. He said Vimeo offers a good user experience for multiple formats – mobile, PC, Mac and tablets. The cost is \$60 per year with a max of 5GB of storage. City Clerk Hawes said Vimeo Pro offers 50GB of storage for \$200 per year. The committee agreed the City would probably need the capacity available with Vimeo Pro.

Mr. Miskie said he would review both the Amazon and Vimeo platforms. Chairperson Hill asked Mr. Miskie to send an email to the committee with his recommendation.

Hill/Milliette motion to recommend the City providing streaming videos using Vimeo Pro, contingent on Jeff Miskie's research and approval of using this service. Mr. Miskie said he will also consider what other costs might be involved. Motion carried by a vote of 3 to 0.

Discussion followed about whether the City should consider an additional service to store and archive its videos online. Mr. Miskie said there is no legal requirement to archive videos online.

Discussion/recommendation on bandwidth options

Mr. Milliette suggested the City's current upload speeds provided by AT&T are not acceptable. He said the City should consider bandwidth options available with other providers. Mr. Miskie said the City currently gets speeds of 1.5 mbps down and 0.5 mbps up. He said the Police uses Time Warner and the other City Hall offices use AT&T. Mr. Miskie said he preferred using two different providers in case one goes down he can switch over to the other. He said he will review bandwidth options as part of the video streaming project.

Discussion on Citywide technology review

Chairperson Hill said the committee talked last meeting about doing an IT review of the City. She said City Clerk Hawes distributed a sample technology assessment RFP that he used at his last job. Ms. Hill said the IT review would be a way to take inventory on what exactly the City uses in its various departments. Mr. Miskie said it will be important to have a focused scope. Mr. Berndt said he'd be happy to participate. Mr. Miskie cautioned that various aspects of the police network cannot be included in the review. City Clerk Hawes suggested they meet with different departments to explain the purpose of the IT review.

Review of website statistics

City Clerk Hawes distributed website statistics for the last two months. He said it appears someone set up a Google Analytics account for the City, but he wasn't able to determine the login information to access the account. Mr. Hawes said he set up a new Google Analytics account which will give us better data this

point forward. Mr. Berndt mentioned we might consider qualitative statistics as another approach to evaluating website usage.

Set next meeting date

Chairperson Hill said she will go through the calendar and set four meeting dates for 2013. She said additional meeting dates could be scheduled as needed.

Adjournment

Berndt/Milliette motion to adjourn at 5:38 p.m.

/s/ Michael Hawes, City Clerk

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BY THE COMMUNICATIONS COMMITTEE**