

**COMMUNICATIONS COMMITTEE
WEDNESDAY, MARCH 21, 2012 AT 7:00 P.M.
CITY HALL, CONFERENCE ROOM 2A**

The meeting was called to order by Chairman O'Neill at 7:05 p.m.

Roll Call. Present: Chairman O'Neill, Gary Milliette, Jeff Miskie and Sarah Hill. Julie Drolshagen was absent (excused). Also present: City Clerk Hawes. Mayor Connors joined the meeting at 7:24 p.m.

Approval of Minutes of January 25, 2012 committee meeting

Hill/Milliette motion to approve minutes from the January 25, 2012 committee meeting, as prepared. Chairman O'Neill asked if the website and social media disclaimers have been approved yet by the City Attorney. City Clerk Hawes said the disclaimers were drafted but he had not received approval from the City Attorney. Mr. Hawes said he would distribute the drafts to the committee members for review. He will then post them on the website and ask for City Attorney review at that time. Unanimously carried.

Comments from the public limited to 5 minutes None.

Communications

Chairman O'Neill reported the committee did not receive any correspondence from the public.

Review adding extra content to City's website

Mr. Milliette said he would like to see Plan Commission packets be available on the City website. He said it is difficult for the public to be informed about Plan Commission agenda items without seeing the maps and full content that is included in the packets that are distributed to the commissioners. City Clerk Hawes said he recently discussed this suggestion with the Mayor and with Zoning Assistant Jennifer Special. Mr. Hawes said the problem is that maps are submitted to the City in different sizes and formats, which makes it difficult to scan these items. He also noted the City's copy machine does not scan in color. Mr. Milliette said most architectural firms are able to produce vector PDF files which could be submitted to the City with the Plan Commission applications. Mr. Miskie said that not all Plan Commission applicants are able to provide digital versions of their application materials. He noted that some applicants are not architects and even some architects do not use computer software. Ms. Hill asked if staff could put the Plan Commission packet online if it included the application documents and any other documents that could be readily scanned. She said a notice could be included with the online packet indicating that maps were available for viewing at City Hall. City Clerk Hawes agreed this could be a start toward someday having the full packet online. The committee members agreed to recommend that staff begin to put Plan Commission packet materials online, beginning with the items that could be readily scanned and made digital. Mayor Connors said he would like to see Plan Commission applications be available in fillable PDF format on the City website.

Mr. Milliette suggested that legal notices be added to the City website. Mayor Connors noted the City currently uses the newspaper to publish its legal notices per statutory requirement. Mr. Milliette said if the statutes change and require City's to post the notices online then the City will already be in compliance. He noted it would be free to post on the City website, while publishing in the newspaper costs money. City Clerk Hawes expressed concern with adding legal notices to the website as it could add additional clutter and the notices are not in a web-friendly format. Mr. Milliette said the notices could be available on its own webpage as downloadable files. The committee agreed to recommend that staff post legal notices on the City website.

Mr. Milliette also advocated for making RFP documents available to the public on the City website. The committee discussed the current process for how members of the public can obtain these documents. Mr. Milliette said a resident currently has to pay a fee to obtain a copy of bid documents from the Utility Commission. City Clerk Hawes indicated that the documents are free for viewing at City Hall and the charge is for cost of printing and assembling the bid materials. Mr. Miskie said Walworth County has used a virtual plan room that allows the public to view bid documents on a third-party website. Mayor Connors noted that an online plan room was used for the City's recent skate park project. He said it was a fairly easy and cost-effective process. City Clerk Hawes said he would talk to DPW Winkler and ask if bid materials could be made available online for future projects, similar to how it was done for the skate project.

Update on City's Facebook and Twitter

City Clerk Hawes said the City's Facebook and Twitter accounts went live at the end of January. He said 1-5 items are posted to Facebook per week and about 3-5 posts on Twitter. Mr. Hawes indicated there are currently 44 followers on the Facebook page and 28 followers on Twitter. He noted the Facebook page had 224 unique visitors in the last week. Ms. Hill said she has been pleased with the use of social media at this point. She said some of the City's posts on Twitter have been retweeted by other users. Mr. Hawes said he anticipates the social media accounts will grow in followers as more users become aware of them.

Discussion/Action on adding parking meter information instructions to City's website

Chairman O'Neill suggested there be instructions on the website for using the new parking kiosks. Mr. Miskie said he is working with the City Administrator to put together a video to post online with instructions. The committee agreed that the website should also have instructions and screenshots (pictures). Mayor Connors noted the parking kiosks would be displayed for demonstration purposes at the two polling places on the April 3rd election day. City Clerk Hawes suggested the City buy a domain like parklg.com and design it with Google sites, so that it is free and already optimized for mobile access. Ms. Hill suggested a comprehensive approach is needed to inform all sects of the community about the parking kiosks and how they are used. Mr. Hawes noted the City Administrator is planning to speak to community groups about the parking kiosks. Ms. Hill said she will speak to the City Administrator to discuss her concerns about communications.

Set next meeting date

Chairman O'Neill said that the next meeting would be Wednesday June 20, 2012 at 6:00 p.m.

Adjournment

Hill/O'Neill motion to adjourn at 8:17 p.m. Unanimously carried.

/s/ Michael Hawes, City Clerk

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BY THE COMMUNICATIONS COMMITTEE**