

COMMUNICATIONS COMMITTEE
WEDNESDAY, FEBRUARY 6, 2013 AT 4:00 P.M.
CITY HALL, CONFERENCE ROOM 2A

The meeting was called to order by Alderman Hill at 4:05 p.m.

Roll Call. Present: Alderman Sarah Hill, Gary Milliette, Ron Berndt, Andrew Fritz and Shane Morelock. Absent: Jeff Miskie (excused). Others present: Administrator Jordan, Emergency Management Coordinator Peters and City Clerk Hawes.

Approval of Minutes from December 5, 2012 meeting as distributed

Hill/Berndt motion to approve minutes from the December 5, 2012 committee meeting, as prepared. Unanimously carried.

Comments from the public limited to 5 minutes. None.

Update on Communications Committee ordinance

Alderman Hill said the ordinance was recently amended by the City Council to expand the Committee's responsibilities to include resident communications. The amended ordinance also provides that the Committee members may elect a chairperson from any of its members (the previous ordinance stated the alderman serves as chairperson).

Elect a chairperson

Fritz/Berndt motion to nominate Gary Milliette as chairperson. Unanimously carried.

Discussion/recommendation on establishing a low power informational radio station

Administrator Jordan said there was a suggestion from the Parking Commission to establish an a.m. radio station to broadcast information about services around the City, such as the availability of the parking shuttle. Mr. Jordan asked for feedback about the idea. Committee members suggested staff determine what type of additional content would be broadcasted and how the availability of the service will be communicated. Mr. Jordan said he will continue to research the concept.

Update on public/private partnership and Chamber of Commerce update

Emergency Management Coordinator Peters announced the public/private partnership kickoff meeting date will be on February 28 at 8:30-10:30. He said the purpose of the meeting will be to gather input from businesses on what type of issues and training topics they hope to get out of the program. Alderman Hill suggested that Mr. Peters continue to explore text messaging as a communications tool.

Alderman Hill gave an update on Chamber of Commerce communications. She said that the Chamber of Commerce will be making efforts to differentiate itself from the Convention and Visitors Bureau.

Update on online meeting playback

City Clerk Hawes said Jeff Miskie is finalizing a procedure for encoding and uploading meeting videos. He said he anticipated that meeting videos will be online soon.

Discussion/recommendation on "Welcome Packet" creation

Alderman Hill said she would like to discuss the possibility of establishing a welcome packet to provide basic information to new businesses. She said the packet could include main contacts and frequently asked questions. Mr. Fritz said a similar project was discussed by the Business Improvement District

(BID) but did not get implemented. Chairperson Milliette said the website was designed to accomplish the goals of a welcome packet. Alderman Hill suggested that Mr. Fritz gather the information from the BID on the welcome packet they started and the Committee can discuss how to proceed at the next meeting.

Discussion on city logo and branding

Alderman Hill referenced a memorandum from City Clerk Hawes discussing how various different logos are being used throughout the City. She suggested the Committee make a recommendation for a standard logo to be used consistently. Ms. Hill said it should be easily identifiable as the official City logo. After considerable discussion, the Committee agreed that the City seal would serve well as the standard City logo.

Berndt/Fritz motion to recommend staff use the City seal as the standard logo. Unanimously carried.

Review of website statistics

The Committee reviewed the website statistics distributed by City Clerk Hawes. Mr. Hawes said the statistics were exported from the City's content management provider. He said he recently set up a Google Analytics account.

Alderman Hill noted that the City had 3,000 more homepage visits in January compared to December.

Set next meeting date

The Committee agreed to hold the next meeting on Wednesday, May 1.

Adjournment

Hill/Fritz motion to adjourn at 5:48 p.m.

/s/ Michael Hawes, City Clerk

**THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED
BY THE COMMUNICATIONS COMMITTEE**