

# COMMUNICATIONS COMMITTEE MINUTES

TUESDAY, MARCH 17, 2015 – 5:00PM CITY HALL, CONFERENCE ROOM 2A

## AGENDA

1. **Meeting called to order** by Chairman Milliette
2. **Roll Call**- Members present were: Chairman Gary Milliette, Advisor Jeff Miskie, Andrew Fritz IV- Secretary, Jeffrey Kriegel & Ron Berndt. Also present: City Clerk Waswo- Absent: Alderman Bob Kordus,
3. **Approval of Minutes December 2014 meeting as distributed**- Milliette made the Motion for approval of minutes from December 16, 2014 meeting, as distributed; Kreigal seconded. Motion carried 4 to 0.
4. **Comments from the public limited to 5 minutes** – None
5. **E – Alert newsletter** –
  - Committee discussed issue at length to determine what the Email should contain. It was agreed that the current elements are great and further development may be needed when possible as cited in the December 16, 2014 meeting.
  - Discussion also brought up issues as to what it should not contain- to minimize duplication from other Civic organizations- eg Events going on in the City, etc. from the Chamber of Commerce, etc.
  - Discussion touched upon the relevancy of the Email and it was unanimously agreed that the Email is a positive form of communication despite the amount of work needed to provide it weekly by the tireless Ms. Waswo. Efforts to streamline the production of the email are being made whenever possible.
  - Discussion discussed what constituency was served by newsletter. Ms. Waswo reported that a small survey may be possible to ascertain the constituency's demographics and more importantly determine what they may want in the email communication. A review of results of this survey may be made available at the next meeting. Mr. Fritz made a motion to approve Mini-Survey. Motion Passed 4-0.
6. **Vimeo Discussion** – Discussion started with Chairman Milliette's extensive findings that while a Live transcription service would be an amazingly positive element for City Hall meetings video recorded- the costs associated were prohibitive for anytime in the near future. Further findings of having a transcription service or software to provide such a benefit again for pre-recorded broadcasts would be cost prohibitive. Advisor Miskie stated that having a transcription would also add much more highly qualified labor to the process of integrating the transcription into the video stream which made it even more resource intensive.
  - Discussion had a possible solution of consolidating the items of a City Meeting onto one area: Agenda of Meeting; Link to Meeting on Vimeo video; Minutes of Meeting & other materials when possible. Ms Waswo said that this may be possible as the data and links exist but may need help in creating the templates to make pages like this. Mr. Miskie concurred that this is very possible.Motion made by Chairman Milliette to table the discussion for a few years when other vendors or solutions are available as it benefit for the broader community would be great. Motion Passed 4-0.
7. **Other Business**-
  - Mr. Berndt asked to have further definition of Committee's Mission. Mr Miskie reminded the Committee that every Committee has had a refreshed definition of the Committee in the City Ordinance. The synopsis from the City, said Mr. Miskie, is to represent any form of Communication of the City to its Citizens.
  - Mr. Fritz asked to have a issue added to the next meeting's agenda in regards to a speaker system being added to the current light poles in the Business Improvement District of Lake Geneva. Discussion related to this issue was brief but as such a system may be a form of Communications for the City of Lake Geneva, it may need further review and approval.
8. **Next Meeting Date/Time:** Fritz/Milliette suggested to continue meeting quarterly such that the next meeting would be June 9<sup>th</sup>, Tuesday at 5:00 p.m. Unanimously carried.
9. **Adjourn:** Fritz/Milliette motion to adjourn at 5:47 p.m. Unanimously carried.