

**COMMUNICATIONS COMMITTEE  
WEDNESDAY, JANUARY 25, 2012 AT 7:00 P.M.  
CITY HALL, CONFERENCE ROOM 2A**

The meeting was called to order by Chairman O'Neill at 7:00 p.m.

Roll Call. Present: Chairman O'Neill, Gary Milliette and Sarah Hill. Jeff Miskie, Julie Drolshagen and Jeffrey Pritz were absent. Also present: Mayor Connors, Administrator Jordan and City Clerk Hawes.

**Approval of Minutes of June 22, 2011 committee meeting**

Hill/Milliette motion to approve minutes from the June 22, 2011 committee meeting, as prepared.  
Unanimously carried.

**Comments from the public limited to 5 minutes** None.

**Appoint a Secretary to record minutes of the Committee meeting**

City Clerk Hawes offered to record minutes of the committee meetings. Hill/Milliette motion to appoint City Clerk Hawes as Secretary to the Communications Committee. Unanimously carried.

**Elect a Vice Chairperson to temporarily fulfill duties of the Chairperson in necessary circumstances**

O'Neill/Hill motion to appoint Gary Milliette as committee Vice Chairman. Unanimously carried.

**Review the duties of the Communications Committee**

City Clerk Hawes discussed a strategy for how the City could use social media sites Facebook and Twitter. He said that the content matter should be limited to information about City related services and announcements. He said that these formats would also be effective for disseminating information during emergency situations. Mr. Hawes said that the accounts could be maintained by the City Clerk; the only cost would be 1-2 hours per week of the staff time. The website Hootsuite would be used to coordinate and schedule Facebook and Twitter postings. He said that it would need to be clear that the social media pages are for informational purposes only and residents should contact City Hall or use the online request form for questions or concerns.

Chairman O'Neill asked who would be in charge of determining what content gets disseminated. City Clerk Hawes suggested that he could make determinations about postings, as he does with the City website, but the City Administrator would ultimately oversee it. Ms. Hill suggested that the City logo be used uniformly as the primary profile image. She also suggested that City Clerk Hawes research how to limit visitors from making posts and tagging photos on the City's Facebook page. Mr. Milliette expressed concern with people attempting to contact the City through Twitter, such as trying to report a crime. City Clerk Hawes said that it would be need to be clearly stated that the account is for informational purposes only and that concerns should be made by contacting City Hall or the Police Department. Mayor Connors suggested setting up an auto-response for messages submitted to the City. Ms. Hill indicated that the Lake Geneva Police Department currently has a Facebook page and suggested working in coordination with that page.

Ms. Hill suggested that the City website and social media pages have legal disclaimers to protect the City. The committee agreed that staff should work with the City Attorney to draft disclaimers and post them online. The committee expressed support with the City developing the social media pages. Chairman O'Neill asked if the ordinance regarding the Communications Committee would need to be revised to include social media. Administrator Jordan indicated that the ordinance currently includes language about making recommendations about the website and digital media. He said that official action by the Committee or Council wouldn't be necessary to develop the social media accounts. Chairman O'Neill said that he could discuss the topic at the next Committee of the Whole meeting on February 6.

Hill/Milliette motion to direct the City Clerk to proceed with initiating the City social media accounts.  
Unanimously carried.

**Set meeting schedule for 2012**

Chairman O'Neill said that the next meeting would be Wednesday, March 21 at 7 p.m.

**Adjournment**

Hill/Milliette motion to adjourn at 8:10 p.m. Unanimously carried.

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/s/ Michael Hawes, City Clerk

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