

**COMMUNICATIONS COMMITTEE MINUTES  
TUESDAY, OCTOBER 20, 2015 – 4:00 P.M.  
CITY HALL, MEETING ROOM 2A**

Meeting was called to order by Chairman Milliette at 4:05 p.m.

**Roll Call.** Present: Chairman Gary Milliette, Ron Berndt, Alderman Bob Kordus and Jeff Miskie (advisory). Also Present: City Administrator Oborn, City Clerk Waswo, and Assistant City Clerk Gunderson. Absent: Andrew Fritz IV and Jeffrey Kriegel.

**Approval of Communications Committee minutes from March 17, 2015 as distributed.**

Kordus/Berndt motion to approve. Motion carried 3 to 0.

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

**Discussion regarding software for communicating with City Hall departments**

Chairman Milliette explained that he wanted people to come up with ideas. When the City picks up brush, they go up and down every street. He questioned if they could receive feedback from citizens when there is or is not brush on their street. He was hoping the City could get software similar to what UPS uses that would plot out the most efficient route to travel. Mr. Milliette feels it would save time and gas. Mr. Berndt asked what percentage of their constituents would have access to this system. Mr. Milliette answered there would be 3 avenues: email, texting and phone. City Administrator Oborn noted they don't want to disenfranchise people who do not use computers. Mr. Miskie stated based on a national average, about 50% of homes have some form of internet service. Alderman Kordus asked if this is something that was asked for. Mr. Milliette said no but he thought this might be a way to increase service and decrease costs. He said someone would have to speak with the Street Department to see if this would be useful. Mr. Kordus asked if Mr. Oborn was aware of any such software. Mr. Oborn has seen programs used for trash collection and code enforcement. There are a number of things out there to deal with this. E-newsletters are becoming very common. Mr. Milliette noted he would like a feature on our website that allows citizens to provide more feedback. Mr. Oborn explained at a previous municipality he was with, work orders were put into a database where trends would be tracked. He asked if the Clerk's Office gets any useful requests/feedback using our current system. City Clerk Waswo said we do get a lot of good feedback on the current system. A lot of citizens use it to ask general questions and for open records. Mr. Oborn explained the Citizen Request Form doesn't enter it into a database; it just goes to the City Clerk. Mr. Miskie said the City has met with the group that sells the program that enters the information into a database, but the cost was unjustifiable. It is great for data collection, but it would have taken years for it to pay off. Mr. Oborn noted currently when people have public works issues, he sends an email to the department head. Public Works then writes up a little sheet. We are not putting it in a system, so we cannot check trends. Mr. Milliette asked if our current system could be modified to do this. Mr. Miskie said he believes a questionnaire could be made that could capture the data, but additional software would be needed. A lot can be done with adobe forms as well. Alderman Kordus asked what the value is of capturing this data and what will be done with it. Mr. Milliette said it is faster feedback. Mr. Oborn said it could be used to track trends to see if the issue had happened before and be proactive. Right now we don't capture the history or the response on the issue. He as a Manager cannot monitor these items. Ms. Waswo noted our current Laserfiche software has a workflow program that can do this but it would be expensive. Everyone would have to have a user license. Mr. Miskie stated it makes more sense in larger cities. Getting this out to the people, may be a challenge as well. We have a lot of weekend residents and there are a number of language barriers as well. He feels right now the telephone is the best avenue. Mr. Kordus noted that he believes they do currently log when they fill pot holes. Mr. Oborn noted the Police also have a database. Mr. Milliette asked if there is a separate form for a problem. Ms. Waswo said they can call the Street Department directly as well. Mr. Oborn followed by saying if someone calls with a major issue, they are forwarded to the Department Head that would be in charge of the issue. City staff will call the Department Head or email the information for the citizen if it is not an emergency. Mr. Berndt said he doesn't believe we have the infrastructure for the original request made by Mr. Milliette. He does not feel that we are a connected city. Mr. Milliette said it sounds like they can be referred into the phone system. Mr. Miskie explained that is what is being done right now. Mr. Milliette asked what is done when City Hall is closed. Mr. Miskie noted the caller is given a menu option. Mr. Milliette asked if contact numbers are listed on the City website. Mr. Miskie said they are on the website. Mr. Milliette pulled up the City of Madison's webpage and noted this is what he wants for Lake Geneva. Mr. Kordus questioned how much information should be put on the website. Mr. Milliette said it doesn't cost us

anything. Mr. Kordus said it makes it less user friendly if you have to scroll all over to find what you need. Mr. Oborn said he feels the term citizen request form is definitive enough. Mr. Milliette said if it was made like the City of Madison's webpage, it could be integrated with the phone system so it would route it and save some steps. Mr. Kordus said creating a voicemail off of a website that is going to kick over into the phone system is getting pretty pricy. Mr. Miskie stated right now if someone picks up the phone they can easily be routed throughout the system. Mr. Milliette said you may get a lot of people calling 911 for non-emergency issues. Mr. Berndt said he feels the current Citizen Request Form is prominent on the page and is easy to use. He also feels the Contact Us section of the page looks pretty good. He then asked what happens when you call City Hall after hours. Mr. Miskie explained the call would go to a number of voicemails and there may be a link out for emergency. Mr. Kordus said Police and Fire would be telling us if there were a lot of non-emergency calls coming in through 911. Mr. Milliette said it happens. Mr. Berndt asked if there is a sense that people can find our home page easily. Mr. Miskie said he thinks it is even better than it was before.

#### **Discussion on redesign of website and current categorizing of sections and subsections**

Mr. Milliette stated City Clerk Waswo brought a quote in from GovOffice, who is the CMS for the City. Ms. Waswo explained every 5 years the website should be revamped to keep current with technology and user friendly. We are at 8 years with our current website style. There is additional money in the City Clerk and Finance budgets which would cover the cost of the Premium Solution design. She noted she and Assistant Clerk Gunderson had a phone meeting and tutorial on it. They will assist in setting up the home page and section break outs. It allows for 4 custom banners that will be easier to swap out pictures than our current website. Mr. Berndt asked if it would be easier to maintain, add elements or change things around with the new website. Ms. Waswo explained the back end does not change very much, but it is more user friendly. Mr. Berndt asked if there are any functions that would be available that we don't currently have. Ms. Waswo noted it is more the look, feel and usability. Assistant Clerk Gunderson noted when the site is set up GovOffice will help to set it up in a way that makes it as user friendly as possible. Ms. Waswo noted pictures can be swapped out for a bold announcement, which we currently cannot do. Mr. Berndt asked how up to date the current website is. Ms. Waswo said it is about 90% up to date. There are a few things she would like to update. Mr. Berndt asked how often the site is worked on. Ms. Waswo explained she is working on the site every day. She noted she really likes having the upcoming meetings and agendas/packages listed on our home page. Mr. Kordus said when the e-alert goes out a link is included to the website. Mr. Berndt stated he does not have a problem with moving forward with this. Ms. Waswo said the cost is \$4,895 but would still like to bring it to Council.

Kordus/Milliette motion to recommend passing this to Council for approval.

Mr. Milliette asked if we would design the home page or are there set templates to choose from. Ms. Waswo explained GovOffice will go through and help us design it. She would like to design it at the Clerk's Office level with GovOffice and bring it back to the committee for feedback. Mr. Oborn noted the best program out there is Civic Plus, but they are priced around \$20,000. Ms. Waswo added that price is for basic service with no support. Mr. Kordus asked if Ms. Waswo got alternate bids. She answered that she looked at Civic Plus and GovOffice. She did not get any other quotes as the amount of work on our end to transfer over the data to a new company would not be cost effective. Mr. Miskie noted when GovOffice was first chosen, they did go through a full evaluation. Once you are with a company, it becomes a major expense to transfer to another. Mr. Berndt asked if there is ongoing support. Ms. Waswo stated there is a yearly maintenance fee and all support and training is included. She has not had to use the support as there have been no issues working with the website. Mr. Miskie added right now there are a few multiple web pages for different departments that could be pulled in through the banner. Mr. Berndt asked if the ordinances could be searched on the website. Ms. Waswo confirmed they can. Ms. Waswo noted Building and Zoning and the Parking Manager also help in maintaining their own department sites. Motion carried 3 to 0.

#### **Discussion/recommendation on preliminary BID proposal for downtown wireless audio speaker system**

Alderman Kordus explained this is for informational purposes. The BID has money in the budget to put in a sound system. They would like to put small wireless speakers on the banner poles where they could play standardized music around town. They would like to get a Pandora radio station that would be dedicated to Lake Geneva. This is all preliminary. The BID would pay for it but the transmitting device would reside in City Hall. City Hall would have access to it. In the case of an emergency there would be an override. Mr. Milliette asked if there would be commercial announcements on there. Mr. Kordus said not at this time. The BID would buy the license for Pandora. Mr. Milliette asked if this would affect residential units. Mr. Kordus noted this is more of a heads up so everyone knew what was going on. Ms. Waswo asked who would maintain the speakers. Mr. Kordus said he did not know. Mr. Miskie noted currently

there is only power to the lights at night. Mr. Berndt said he was against this. He does not want to listen to other people's music. He likes the idea of the speakers being used for emergency situations. Mr. Kordus said they would have to follow all noise ordinances. Ms. Waswo noted there are only 11 banner poles. Mr. Kordus clarified it would only be on the light poles, not the banner poles. Ms. Waswo questioned if the stores would still play their music as well. Mr. Kordus said that would be something the BID would manage. No action taken.

**Set next meeting date**

Mr. Milliette asked when a preliminary website could be ready. Ms. Waswo noted she would like to get as much done this year as there are 2 elections in the spring of 2016. Mr. Miskie asked if this money has to be spent this year. Ms. Waswo answered it is not in the budget for next year. Mr. Milliette asked Ms. Waswo to reach out to him when a preliminary is ready so they can call a meeting.

**Adjournment**

Kordus/Milliette motion to adjourn at 5:02 pm. Motion carried 3 to 0.

/s/ Stephanie Gunderson, Assistant City Clerk