

**COMMUNICATIONS
AND TECHNOLOGY
COMMITTEE**

Tuesday, June 26, 2018

6:00 PM

McFarland Municipal Center
Conference Room A

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the April 24, 2018 meeting.
4. BUSINESS.
 - a. Discussion and possible action regarding the Village's website redesign
 - b. Discussion and possible action regarding the development of a Communications Plan
 - c. Discussion and update regarding the Communications & Technology Department.
 - d. Discussion regarding the paperless packet system.
5. Staff Reports
 - a. Communications Specialist Report
 - b. Technical Specialist Report
6. SCHEDULE NEXT MEETING DATE.
 - a. Next meeting: July 24, 2018 at 6:00 p.m.
7. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us.

VILLAGE OF MCFARLAND

COMMUNICATIONS AND TECHNOLOGY COMMITTEE

April 24, 2018

1. Call to Order, Roll Call.

Meeting called to order at 6:00 pm by Chair Stephanie Brassington in Conference Room A at the McFarland Municipal Center.

Members present: Stephanie Brassington, Jonathan Daugherty, Ella Eschopik, Shaun O'Hearn, and Brian Rodeck.

Members absent: Mike Dunn, Devoin Ruffin, and Michael Shumway.

Staff present: Administrator Matt Schuenke, Communications Specialist Stephanie Miller, and Technical Specialist Andrew Day.

2. Public Appearances – None.

3. Approval of Minutes.

a. Discussion and action regarding minutes of the regular meeting held October 18, 2017 – A motion was made by Daugherty, seconded by O'Hearn, and unanimously carried by the Committee to approve the minutes of the regular meeting held October 18, 2017.

4. Reports.

a. Social Media and Website Update – Stephanie Miller reported on the construction update posts and community service day photo booth. Andrew Day also reported on changes to the website quick-links section as well as the progress with the website redesign.

b. Cable Programming Update – Andrew Day reported on softball coverage, meeting coverage, public domain movies, and themed movie days, as well as potential PSAs.

5. Business.

a. Update regarding Department Organization – Matt Schuenke updated the Committee on Eric Redding's resignation, the vacant direction position, and the Village's plan to fill that position. Additionally, it was communicated on the server failure, repair, and future concerns that came to light during this process.

b. Discussion and update regarding the development of a Communication Plan – Matt Schuenke updated the Committee on the status of the Communications Plan and what progress had been made in the past. The Committee generally discussed their interests in the plan as well as possible concerns with Village Staff. The Plan as previously considered will be placed on the next agenda for further input and discussion.

c. Discussion and action to make a recommendation to the Village Board regarding the purchase of necessary hardware to transition to paperless meetings – Matt Schuenke updated the Committee on how the new agenda management software has been working. Matt also presented the idea for purchasing Microsoft Surfaces for the Village Board and committee members to use. Motion by O’Hearn and second by Brassington to recommend to the Village Board to approve the purchase of the management hardware. Motion passed 3-0-2.

d. Update regarding the Community Branding project – Stephanie Miller updated the Committee on the Branding Project survey and some of the results of it.

6. Schedule Next Meeting Date.

a. Tuesday, May 22, 2018 at 6:00 pm.

7. Adjournment.

A motion was made by O’Hearn, seconded by Brassington, and unanimously carried by the Committee to adjourn the meeting at 6:48 pm.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,

Andrew Day
Technology Specialist



COMMUNICATIONS AND TECHNOLOGY COMMITTEE SUMMARY SHEET

MEETING DATE: Tuesday, June 26, 2018

SECTION: Staff Reports

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion and possible action regarding the Village's website redesign

PREVIOUS ACTION:

ISSUE SUMMARY:

The Village has received several new designs for the Village's website, of which the committee needs to decide on a which elements from the designs are preferred.

Elements include:

- Logo style and position
- Navigation style and position
- Header and footer style
- Film strip quick-link icons
- Search and social media position
- Fonts

First Design: <http://previews.cmsdev.avenet.net/previews/McFarlandWI/1/>

Second Design: <http://previews.cmsdev.avenet.net/previews/McFarlandWI/3/>

Current Village Website: <https://www.mcfarland.wi.us/>

GovOffice Portfolio: <https://govoffice.com/portfolio>

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:



ATTACHMENTS:

None



COMMUNICATIONS AND TECHNOLOGY COMMITTEE SUMMARY SHEET

MEETING DATE: Tuesday, June 26, 2018

SECTION: Staff Reports

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion and possible action regarding the development of a Communications Plan

PREVIOUS ACTION:

ISSUE SUMMARY:

The Village uses many different methods to interact with and inform the public. A communications plan may help establish which communication channels are top-priority and how those channels should be utilized.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None



COMMUNICATIONS AND TECHNOLOGY COMMITTEE SUMMARY SHEET

MEETING DATE: Tuesday, June 26, 2018

SECTION: Staff Reports

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion and update regarding the Communications & Technology Department.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None



COMMUNICATIONS AND TECHNOLOGY COMMITTEE SUMMARY SHEET

MEETING DATE: Tuesday, June 26, 2018

SECTION: Staff Reports

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion regarding the paperless packet system.

PREVIOUS ACTION:

ISSUE SUMMARY:

The Communications & Technology Committee was one of the first groups to try the new paperless packet system, and staff are looking for comments, questions, concerns, and other feedback from Committee members.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None