

**COMMUNICATIONS
AND TECHNOLOGY
COMMITTEE**

Tuesday, October 23, 2018

6:00 PM

McFarland Municipal Center
Training Room

AGENDA

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the August 28, 2018 meeting.
4. BUSINESS.
 - a. Discussion and possible recommendation to the Village Board regarding equipment and a channel number for a channel with TDS.
5. Staff Reports
 - a. Communications Specialist report
 - b. Director report
6. Polco Questions
 - a. Discussion, creation, and possible action regarding questions to be posted on Polco.
7. SCHEDULE NEXT MEETING DATE.
8. 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 & Technology Committee Minutes

Tuesday, August 28, 2018 - 6:00 PM

1. CALL TO ORDER, ROLL CALL.

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

Members Present: CJ Behm, Cole Younger, Ella Tschopik, Shaun O'Hearn, Stephanie Brassington

Members Absent: Devoin Ruffin

Staff Present: Andrew Day, Stephanie Miller, Matt Schuenke

2. PUBLIC APPEARANCES.

No public appearances.

3. APPROVAL OF MINUTES.

a. Motion to approve the minutes of the July 24, 2018 meeting.

Motion by Member Jonathan Daugherty, second by Village Trustee Shaun O'Hearn, to Approve Motion to approve the minutes of the July 24, 2018 meeting. Motion carries 6 - 0 - 0 by acclamation.

4. BUSINESS.

a. Update on the Communications & Technology Director position posting

Update from Village Administrator, Matt Schuenke.

Estimated Timeline :

August 21 to September 21 - Application period

Week of October 1st - Phone interviews

Week of October 8th - In-person interviews round #1

Week of October 15th - In-person interviews, round #1

October 19th - Candidate selection recommendation to the Communications & Technology Committee

November 12 - Final selection and hiring by the Village Board

b. Discussion and possible action regarding the Village's website redesign

Suggestion to change/alter sizes of social media icons on website - make bigger, more prominent.

Motion by Member Jonathan Daugherty and second by Village Trustee Shaun O'Hearn to Recommend Approval Discussion and possible action regarding the Village's website redesign Motion carries 6 - 0 - 0 by acclamation.

- c. Discussion and action to make a recommendation to the Village Board regarding a proposal from Information Technology Professionals to implement improvements to the disaster recovery within the Village Network.

Motion by Member Jonathan Daugherty, second by Village Trustee Shaun O'Hearn, to Approve Discussion and action to make a recommendation to the Village Board regarding a proposal from Information Technology Professionals to implement improvements to the disaster recovery within the Village Network. Motion carries 6-0 - 0 by acclamation.

5. STAFF REPORTS

- a. Communications Specialist report

Stephanie Miller gives updates on Polco, social media, and upcoming content.

- b. Director report

Andrew Day gives updates on recent staff member, Patrick Moarn, leaving the department. Updates also included email collection statistics, meeting/cable statistics, and village board bios.

6. POLCO QUESTIONS

- a. Discussion and possible action regarding questions to be posted on Polco.

Two Multiple Choice Questions Including minor wording updates.

1. How do you get your information about what is happening in McFarland?

- Local News (TV, Newspaper, Outlook Newsletter)
- Village Website
- Social Media (Non-Village sources, ex: NextDoor)
- Social Media (Official Village Platforms)
- Other...

2. What is your favorite community event?

- Family Festival
- Christmas in the Village
- Sundaes on Thursdays
- Community Service Day
- Parades (Memorial Day, Halloween, etc.)
- Other...

Both questions to close after one month.

Motion by Shaun O'Hearn, second by Jonathan Daughtery, to Discussion and possible action regarding questions to be posted on Polco. Motion carries 6 - 0 - 0 by acclamation.

7. SCHEDULE NEXT MEETING DATE.

a. Next meeting: September 25, 2018 at 6:00p.m.

8. ADJOURNMENT.

Motion by Member Jonathan Daugherty, second by Village Trustee Shaun O'Hearn, to adjourn at 7:04PM.

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,
STEPHANIE MILLER
COMMUNICATIONS SPECIALIST



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, October 23, 2018

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion and possible recommendation to the Village Board regarding equipment and a channel number for a channel with TDS.

PREVIOUS ACTION:

ISSUE SUMMARY:

With TDS coming into McFarland, the Village has an opportunity to have a channel on TDS's television service. In order to do so, the Village will need to provide or purchase a compatible encoder and select a channel number.

The estimated cost to purchase a recommended encoder from TDS, a Motorola SE-6401, is \$11,000.

Currently channels 9, 19, and 20 are open.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Signal Distribution Network

