

**COMMUNICATIONS  
AND TECHNOLOGY  
COMMITTEE**

**Tuesday, March 26, 2019**

**6:00 PM**

**McFarland Municipal Center**  
*Conference Room A*

AGENDA

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
  - a. Motion to approve the minutes of the January 22, 2019 meeting.
4. BUSINESS.
  - a. Discussion and possible recommendation to the Village Board regarding the finalization of the Communications Plan.
  - b. Discussion and possible action regarding the Outlook Newsletter publisher and printer.
  - c. Update on Village website transition.
5. STAFF REPORTS
  - a. Technical Specialist Update(s).
  - b. Director Update(s).
6. POLCO
  - a. Discussion, creation, and possible action regarding questions to be posted on Polco.
7. SCHEDULE NEXT MEETING DATE.
  - a. Tuesday, April 23, 2019 at 6pm in Conference Room A of the McFarland Municipal Center.
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](mailto:cassandra.suettinger@mcfarland.wi.us).



## **VILLAGE BOARD SUMMARY SHEET**

**MEETING DATE:** Tuesday, March 26, 2019

**SECTION:** Business

**DEPARTMENT:** Communications & Technology

**CONTACT:**

**AGENDA ITEM:** Discussion and possible recommendation to the Village Board regarding the finalization of the Communications Plan.

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

**ATTACHMENTS:**

1. Communications Plan\_March Draft

## Communications Plan (Draft; March 2019)



Statement: The McFarland Communications & Technology Department is here to serve the Village of McFarland public sphere through multiple communication paths. This document is to represent these paths in terms of what each provides, estimated costs they may require, priority it holds, and frequency of utilization.

<b>WEBSITE</b>	<b>Priority Level: High</b>
<b>About:</b> <ul style="list-style-type: none"> <li>- The main source of Village information outside of face-to-face communication.</li> <li>- Should serve as the anchor of all communication paths.</li> <li>- Ability to contain very in-depth information and documents for review as needed.</li> <li>- Offers various analytics and data.</li> <li>- New website to launch spring of 2019.</li> <li>- Provider: GovOffice LLC.</li> </ul>	
<b>Cost(s):</b> \$3530/year	
<b>Dept. Usage Frequency:</b> (content-based) ranges from multiple times per day to once per week	

<b>SOCIAL MEDIA</b>	<b>Priority Level: High</b>
<b>About:</b> <ul style="list-style-type: none"> <li>- Fastest way to get information out to the public.</li> <li>- Visually appealing.</li> <li>- Promotional tool.</li> <li>- Allows for two-way communication.</li> <li>- Ability to reach large audiences (organically or boosting through additional payment)</li> <li>- Offers various analytics and data.</li> <li>- Tool to highlight Village announcements, Village employees, Community achievements, etc.</li> <li>- Aids to direct people back to Village website.</li> <li>- Provider: Facebook; Instagram; YouTube</li> </ul>	
<b>Cost(s):</b> varies; less than \$500/year	
<b>Dept. Usage Frequency:</b> (content-based) daily	

<b>CABLE CHANNEL</b>	<b>Priority Level: Medium</b>
<b>About:</b> <ul style="list-style-type: none"> <li>- The longest running model for communication; legacy platform.</li> <li>- Information and content broadcasted 24/7</li> <li>- Allows for live broadcasting of Village meetings, presentations, community events, etc.</li> <li>- Generally, reaches older audience</li> <li>- Relies on help of promoting broadcasts through social media and website</li> <li>- Provider: Charter; TDS</li> </ul>	
<b>Cost(s):</b> \$120,000/year	
<b>Dept. Usage Frequency:</b> (content-based) ranges from multiple times per day to once per week	

<b>NEWSLETTER (PRINT - "THE OUTLOOK")</b>	<b>Priority Level: Medium</b>
<b>About:</b> <ul style="list-style-type: none"> <li>- Traditional, historical communication that focuses on seasonal Village content; longer, more detailed articles.</li> <li>- Reaches all residential addresses in the Village without requiring sign up. (~3500 mailings)</li> <li>- Appeals to older demographic.</li> <li>- Offers advertising space to local businesses at various price points.</li> <li>- Drafting, printing, and mailing are contracted out.</li> <li>- Provider: Communication Concepts (drafting); Heartland Litho (printing/mailing)</li> </ul>	
<b>Cost(s):</b> \$4,500/issue release (~\$13,500/year)	
<b>Dept. Usage Frequency:</b> three per year (spring, summer, fall/winter)	

<b>NEWSLETTER (DIGITAL)</b>	<b>Priority Level: Medium</b>
<b>About:</b> <ul style="list-style-type: none"> <li>- Intention: create an e-newsletter that provides a smaller number of stories in a more concise format.</li> <li>- More releases in comparison to Outlook Newsletter.</li> <li>- Can link back to website.</li> <li>- Appeals to younger demographic and those who prefer to go paperless.</li> <li>- Content ranging from upcoming Village meetings, latest Polco question(s), social media links, links to videos or other promotional content, upcoming community events, reminders/notices.</li> <li>- Not a replacement for the Outlook Newsletter or Thistle.</li> <li>- Provider: Constant Contact</li> </ul>	
<b>Cost(s):</b> \$459.00/year (\$38.25/month)	
<b>Dept. Usage Frequency:</b> 1-2 releases per month	

<b>POLCO</b>	<b>Priority Level: Medium</b>
<b>About:</b> <ul style="list-style-type: none"> <li>- Intuitive app to survey and poll various questions to solicit public input.</li> <li>- Option to embed into other online platforms (website, social media, e-newsletter).</li> <li>- Committees are to generate questions and submit to Comm &amp; Tech for final approval and distribution onto platform.</li> <li>- Guaranteed to have feedback from only residents based on initial sign-up and where they are registered to vote.</li> <li>- Offers public to comment on community issues while having the ability to remain anonymous</li> <li>- Various analytics and data provided</li> </ul>	
<b>Cost(s):</b> \$3,000/year	
<b>Dept. Usage Frequency:</b> monthly	

<b>DIGITAL MESSAGE BOARDS</b>	<b>Priority Level: Low</b>
<b>About:</b> <ul style="list-style-type: none"> <li>- Monitors to display announcements/notices/maps/etc. in Municipal Center</li> <li>- Placed in high traffic area to catch eyes of visitors</li> <li>- Potential to add more; i.e. smaller monitors outside of meeting rooms; additional monitor in lobby; monitor(s) at library</li> <li>- Ability to expand with more content and communicate clearly with visitors</li> </ul>	
<b>Cost(s):</b> TBD	
<b>Dept. Usage Frequency:</b> case-by-case basis	

<b>MAILERS &amp; HANDOUTS</b>	<b>Priority Level: Low</b>
<b>About:</b> <ul style="list-style-type: none"> <li>- Traditional model to convey information physically through mail or in person.</li> <li>- Partnership with other departments to help create, guide, and distribute.</li> <li>- Ability to mass produce and send out to large audience.</li> <li>- Reaches various demographic.</li> <li>- Potential information to send to new residents and businesses.</li> </ul>	
<b>Cost(s):</b> TBD	
<b>Dept. Usage Frequency:</b> case-by-case basis	

<b>COMMUNITY CALENDAR</b>	<b>Priority Level:</b> Low
<p><b>About:</b></p> <ul style="list-style-type: none"> <li>- Additional calendar to place on Village website that does not relate to Village Meetings calendar</li> <li>- Potential opportunity for people in community to submit events; final approval by Comm &amp; Tech Dept.</li> <li>- Ability to showcase various community events in McFarland not specifically related to one entity</li> <li>- Would bring more people to website</li> <li>- Potential Provider: Loxi Calendars; Microsoft Outlook</li> </ul>	
<p><b>Cost(s):</b> TBD (Less than \$100/month)</p>	
<p><b>Dept. Usage Frequency:</b> (content-based) daily to weekly</p>	



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**DEPARTMENT:** Communications & Technology

**CONTACT:**

**AGENDA ITEM:** Discussion and possible action regarding the Outlook Newsletter publisher and printer.

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

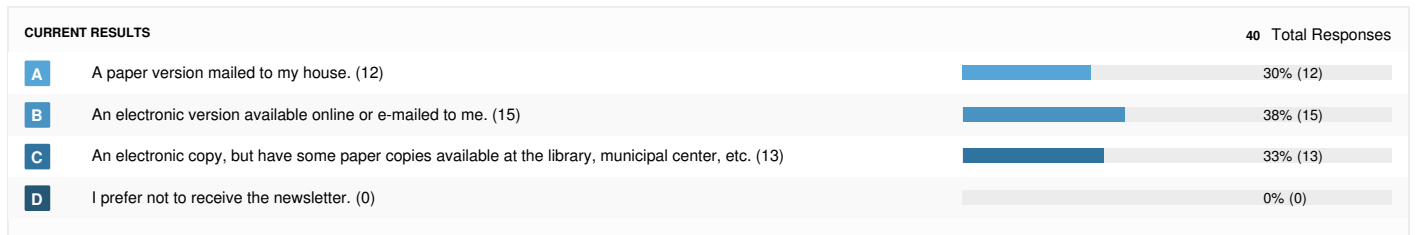
**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

**ATTACHMENTS:**

1. Polco Results\_Newsletter option 2019

## How would you prefer to receive the Village's Outlook Newsletter?



**REGISTERED VS NON-REGISTERED**

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
Registered Voters (33)	30.3% (10)	36.4% (12)	33.3% (11)	-
Non-Registered Voters (7)	28.6% (2)	42.9% (3)	28.6% (2)	-

**ALL RESPONDENTS**

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
All respondents (40)	30.0% (12)	38.0% (15)	33.0% (13)	-
Registered Voters in McFarland, WI (33)	30.3% (10)	36.4% (12)	33.3% (11)	-
Live in McFarland, WI (38) - Self-reported	31.6% (12)	36.8% (14)	31.6% (12)	-
Subscribers to McFarland, WI (40)	30.0% (12)	37.5% (15)	32.5% (13)	-
Register respondents from anywhere (35)	29.0% (10)	37.0% (13)	34.0% (12)	-

## How would you prefer to receive the Village's Outlook Newsletter?

- A** A paper version mailed to my house. **B** An electronic version available online or e-mailed to me.  
**C** An electronic copy, but have some paper copies available at the library, municipal center, etc. **D** I prefer not to receive the newsletter.

### VOTERS GENDER

35 REGISTERED VOTERS

	A	B	C	D
F (19)	26.3% (5)	42.1% (8)	31.6% (6)	-
M (16)	31.3% (5)	31.3% (5)	37.5% (6)	-

### SCHOOL DISTRICT

35 REGISTERED VOTERS

	A	B	C	D
EAU CLAIRE AREA SD (1)	-	-	100.0% (1)	-
MCFARLAND SD (32)	31.3% (10)	37.5% (12)	31.3% (10)	-
MIDDLETON-CROSS PLAINS AREA SD (1)	-	100.0% (1)	-	-
Unknown (1)	-	-	100.0% (1)	-

### AGE RANGE

35 REGISTERED VOTERS

	A	B	C	D
18-29 (1)	-	-	100.0% (1)	-
30-39 (6)	33.3% (2)	50.0% (3)	16.7% (1)	-
40-49 (11)	36.4% (4)	27.3% (3)	36.4% (4)	-
50-59 (3)	-	33.3% (1)	66.7% (2)	-
60-69 (4)	25.0% (1)	50.0% (2)	25.0% (1)	-
70-79 (1)	100.0% (1)	-	-	-
unknown (9)	22.2% (2)	44.4% (4)	33.3% (3)	-

### CENSUS BLOCK GROUP

35 REGISTERED VOTERS

	A	B	C	D
1 (7)	42.9% (3)	14.3% (1)	42.9% (3)	-
2 (8)	12.5% (1)	50.0% (4)	37.5% (3)	-
3 (3)	66.7% (2)	33.3% (1)	-	-
4 (9)	22.2% (2)	44.4% (4)	33.3% (3)	-
Unknown (8)	25.0% (2)	37.5% (3)	37.5% (3)	-

## How would you prefer to receive the Village's Outlook Newsletter?

- A A paper version mailed to my house.
- B An electronic version available online or e-mailed to me.
- C An electronic copy, but have some paper copies available at the library, municipal center, etc.
- D I prefer not to receive the newsletter.



Anonymous user's Opinion

Responded  B An electronic copy, but have some paper copies available at the library, municipal center, etc.

Paper copies would be nice at the village or library for those that don't have computers.



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**PREVIOUS ACTION:**

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**ATTACHMENTS:**

None