

**COMMUNICATIONS
AND TECHNOLOGY
COMMITTEE**

Tuesday, April 23, 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, May 28, 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.



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, April 23, 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.

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

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

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

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

NEWSLETTER (DIGITAL)	Priority Level: Medium
About: <ul style="list-style-type: none"> - Intention: create an e-newsletter that provides a smaller number of stories in a more concise format. - More releases in comparison to Outlook Newsletter. - Can link back to website. - Appeals to younger demographic and those who prefer to go paperless. - 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. - Not a replacement for the Outlook Newsletter or Thistle. - Provider: Constant Contact 	
Cost(s): \$459.00/year (\$38.25/month)	
Dept. Usage Frequency: 1-2 releases per month	

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

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

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

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



VILLAGE BOARD SUMMARY SHEET

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SECTION: Business

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:

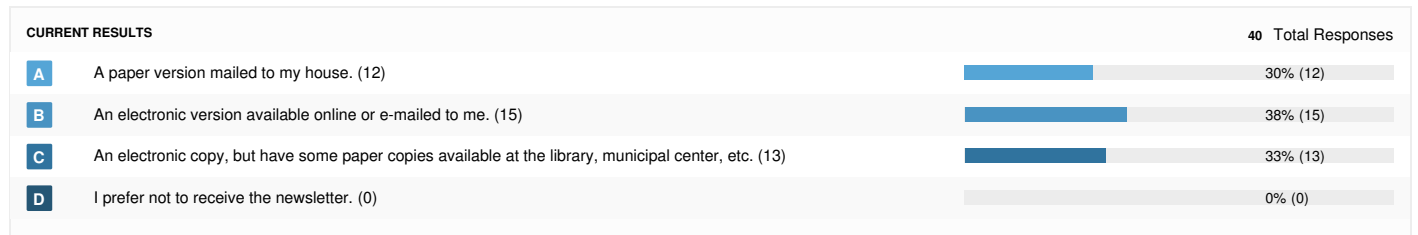
ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Polco Results_Newsletter option 2019
2. Outlook Pricing Comparison_2019

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



REGISTERED VS NON-REGISTERED

	A	B	C	D
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

	A	B	C	D
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.

	Communication Concepts & Heartland Litho (Current)	McFarland Thistle (Insert)
Distribution Schedule	Spring...Mid-February Summer...Mid-June Fall/Winter...Mid-October	February 7, 2019 May 2, 2019 September 26, 2019
Pages/Paper	\$75/Page Covers – Color Interiors – B&W <i>Example:</i> 16-page document...\$1,200 (CC) 4-page color covers...\$1,000 (HL) 12-page interior...\$1,300 (HL) Total: \$3,500	Presswork: Text: -4/4 CMYK (entire document is color) <i>Example:</i> 8-page document...\$1,937.73
Postage Mailing	\$680.18 \$350.00 \$1030.18	\$281.00 insertion cost
Distribution	3,500 copies (~100 extra for other distributing, i.e. Village Hall, Library, etc.)	5,620 copies (no extras included, except upon request + additional payment)
Advertising	Currently: 4 ads	No advertising allowed
Total Cost for the Village	\$4,530.18 (3,500 copies) \$1.29/newsletter	\$2,218.73 (5,620 copies) \$0.39/newsletter



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AGENDA ITEM: Update on Village website transition.

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ATTACHMENTS:

None