

**COMMUNICATIONS
AND TECHNOLOGY
COMMITTEE**

Tuesday, October 22, 2019

7:00 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 September 24, 2019 meeting
4. BUSINESS.
 - a. Discussion and recommendation to Village Board for a written Polco policy.
 - b. Discussion and possible approval of Chapter 5 in Village Technology Plan.
 - c. Discussion of latest Polco results. Creation and possible action to post new question(s) on Polco.
5. STAFF REPORTS.
 - a. Technical Specialist updates.
 - b. Director updates.
6. SCHEDULE NEXT MEETING DATE.
 - a. Due to November and December holidays, recommendation to schedule next Communications and Technology meeting for Tuesday, January 28, 2020, at 6pm in Conference Room A of the Municipal Center.
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 & Technology Committee Minutes

Tuesday, September 24, 2019 - 6:00 PM

1. CALL TO ORDER, ROLL CALL.

Chairperson Stephanie Brassington called the regular meeting of the Communications & Technology Committee to order at 6:00 PM in Conference Room A.

Members present: Ella Tschopik, Stephanie Brassington, CJ Behm, Eric Kryzenske, Blake Draper, Eric Kindschi

Members not present: Jason Jasink, Sean Braziel, Cole Younger

Staff Present: Stephanie Miller, Andrew Day, Matt Schuenke

2. PUBLIC APPEARANCES.

No public appearances were made.

3. APPROVAL OF MINUTES.

a. Motion to approve the minutes of the July 23, 2019 meeting.

Request by Trustee Kryzenske to change language on roll call

Motion by Stephanie Brassington, second by Eric Kindschi, to motion to approve the minutes of the July 23, 2019 meeting. Motion carries 6 - 0 - 0 by acclamation.

4. BUSINESS.

a. Discussion and possible recommendation to the Village Board to change internet plan and potential provider for Village buildings.

Presentation by Village Administrator, Matt Schuenke.

Committee agreed upon the TDS Alternative option, PON Business Bundle.

Motion by Stephanie Brassington, second by CJ Behm, to recommend to the Village Board to change internet plan and potential provider for the Village buildings. Motion carries 6 - 0 - 0 by acclamation.

b. Discussion and possible approval to changes in chapter 1 of the Village Technology Plan.

Discussion of edits to chapter 1 based on previous meeting.

Updates for future edits will be highlighted when presented to committee.

Motion by Village Trustee Eric Kryzenske, second by Eric Kindschi, to approve changes in chapter 1 of the Village Technology Plan. Motion carries 6 - 0 - 0 by acclamation.

c. Discussion, creation, and possible action to post question(s) on Polco.

Discussion of creating questions focusing on The Lookout, artwork on the well house, obstacles as to why people do not attend public hearings/meeting, and parks.

Village Administrator, Matt Schuenke, will discuss with Parks, Recreation, and Natural Resources Committee on various parks questions to be developed. As well as take other topics to other committees.

Motion by Village Trustee Stephanie Brassington, second by Village Trustee Eric Kindsch, to approve creation of discussion question on Polco regarding The Lookout. Motion carries 6 - 0 - 0 by acclamation.

5. STAFF REPORTS.

a. Technical Specialist update(s).

Technical Specialist, Andrew Day, provided updates on the following:

- Microsoft Licenses - Office 365
- Computer Upgrades
- Community Room Upgrades
- Cable Channel
- New GIS Softwa

b. Director Update(s).

Director, Stephanie Miller, provided updates on the following:

- The Outlook - distribution on Thursday, September 26, 2019
- Upcoming WCM Conference
- Upcoming Strategic Planning Workshops

6. SCHEDULE NEXT MEETING DATE.

a. Tuesday, October 22, 2019 at 6pm in Conference Room A of the McFarland Municipal Center.

7. ADJOURNMENT.

Motion by CJ Behm, second by Village Trustee Eric Kryzenske, to adjourn at 6:51PM.

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 R. Miller
Director



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, October 22, 2019

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion and recommendation to Village Board for a written Polco policy.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Village Policy-Use of Polco_OCT19 DRAFT

Background

Polco is a platform designed to increase civic engagement, improve government transparency, and inform municipal governments of constituents' input which, in turn, will help better guide public policy.

Polco provides the tools for municipalities to collect citizens' views concerning proposed legislation and even notional agenda items. Community responses are validated using the local voter database to verify the responses. Civic engagement is enhanced by using websites, widgets, and apps to meet the citizens where they are. Citizens become more active and informed participants in the political process by voicing their views to municipal leads and other citizens.

Who benefits from Polco? Citizens benefit by helping guide public policy. Municipalities and other government officials benefit by making informed decisions on the public's behalf.

Polco makes voicing opinions accessible, easy, convenient. (polco.us/faq)

Policy

1. Potential Polco questions/ideas related to any Village ordinances must be approved by a Village Committee and/or Village Board before being posted by Village Staff.
2. Potential Polco questions/ideas related to any Village capital items and/or budgetary issue must be approved by a Village Committee and/or Village Board before being posted by Village Staff.
3. All other potential Polco questions/ideas can be created and posted by Village Staff with approval of Communications and Technology Director and/or Village Administrator.



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, October 22, 2019

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion and possible approval of Chapter 5 in Village Technology Plan.

PREVIOUS ACTION:

ISSUE SUMMARY:

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ATTACHMENTS:

1. Draft Plan V4 - Chapter 5

Chapter 5 - Software and Licenses

The Village of McFarland utilizes numerous pieces of software in its daily operations. This chapter lists all the software, in alphabetical order, that is currently licensed and utilized by Village departments.

** Denotes: Included as standard software on all new computer installations.*

7-Zip *

7-Zip is a free, open source program which can package files into compressed archives for easy transport or storage.

Developer: Igor Pavlov

Install Type: Local workstation

Adobe Acrobat Pro

While PDFs are ubiquitous and easily viewable, they do require software to create new or modify existing documents. This software is licensed per user and only to select users.

Developer: Adobe

Install Type: Local workstation

Adobe Acrobat Reader *

Due to the ubiquity of the PDF format, it is the preferred format for the Village for any digital documents or forms. Adobe Acrobat Reader, while not only option, is preferred for viewing and/or editing PDF documents.

Developer: Adobe

Install Type: Local workstation

Adobe Creative Cloud

The creative cloud suite of applications includes Photoshop, Illustrator, Premiere, After Effects, Audition and many more useful content creation tools.

Currently, the Communications and Technology department is the only department to utilize the Creative Cloud suite of applications.

Developer: Adobe

Install Type: Local workstation

ATEM Software Control

Utilized by the Communications & Technology department, this software controls the video switchers for both meetings and mobile productions.

Developer: Blackmagic Design

Install Type: Local workstation

Cablecast

Cablecast handles the scheduling, playback, and video-on-demand for the McFarland cable channel, WMCF. While possible to run from a single server, depending on the intended use, the Village utilizes several servers to perform video-on-demand, recording and playback, and live streaming from three separate servers.

Developer: Tightrope Media Systems

Install Type: Local server(s)

Carousel

Carousel handles digital signage as well as the rotating bulletin board that airs between content on the McFarland cable channel, WMCF. This software also currently manages the displays of information on the lobby and mobile displays.

A separate player is required for each display, but a single server may service multiple players.

Developer: Tightrope Media Systems

Install Type: Local server, local player

Caselle Clarity

Caselle Clarity is the primary financial software for the Village handling invoices, payroll, and utility billing. This software runs on the Village's SQL server: VOM-SQL.

Developer: Civic Systems

Installed Version: Caselle Clarity 4.8

CivicClerk

CivicClerk is agenda, minutes, packet, and meeting management software which the Village implemented in 2018. The software handles the creation and distribution of formerly paper documents to the members of the various boards, commissions, committees.

Developer: CivicPlus

Install Type: Web

Evidence Library

The Police Department's squad car and body cameras are all made by WatchGuard Video. The software to offload, sort, manage, and export footage is Evidence Library.

Developer: WatchGuard Video

Install Type: Local server

Exacqvision

This software interfaces with the Village's security cameras and allows for users to view live camera feeds, view recorded footage, and archive selected moments.

Developer: Tyco Security Products

Install Type: Local server, local workstation

Firehouse

The Fire & Rescue department utilizes this software as a multi-faceted interface for tracking their inventories, vehicle maintenance logs, staff schedules, and much more.

Developer: ESO

Install Type: Local Serverserver, local workstation, 1 license per concurrent user.

Install Location: VOM-SQL

Dependencies: SQL Server

Google Chrome *

Google Chrome is a freely available web browser and preferred for most operations due to its compliance with web standards.

Developer: Google

Install Type: Local workstation

Google Earth Pro *

Google Earth Pro allows for the use of maps, satellite imagery, and other geographic information directly on a user's desktop.

Developer: Google

Install Type: Local workstation

Itron Field Collection System (FCS)

The FCS software managed all the water meter readings from throughout the Village.

This software is installed onto the VOM-SQL server and then individual workstations have client software which and interface with the database.

Developer: Itron Inc.

Install Type: Local server, local workstation

JPEGView

A free, open-source image viewer and editor, JPEGView allows users to utilize a more intuitive, easy to user, and powerful image viewer that is installed by default. There are many options for adjustments such as cropping, color balance, and exposure available with the software.

This is included as standard software on all new computer installations.

Developer: DKleiner

Install Type: Local workstation

Mimecast for Outlook *

This software is a plugin for Microsoft Outlook that allows for easier access to the Village's spam filter for individual users. Users can view messages, allow them through the filter, or add them to a block list from within Outlook.

Developer: Mimecast Services Limited

Install Type: Local workstation

Dependencies: Microsoft Outlook

Mimecast Spam Protection

This service, purchased through and agreement with Information Technology Professionals (ITP), protects Village employees from spam, malware, and phishing attacks which may be sent to their email. This service sits between senders and employee email inboxes and holds or blocks messages which may be suspicious or come from a source that is known to be suspicious.

Developer: Mimecast Services Limited.

Install Type: Cloud-based

MiPayOnline

This web-based software allows for employees to track their time electronically, submit timesheets directly to payroll, and view their paychecks and W-2's.

Developer: Civic Systems

Install Type: Web

MiViewPoint

This software utilizes a SQL database and tracks financial information for the Village including invoices.

Developer: Civic Systems

Install Type: Local server

Mozilla Firefox *

Firefox is a free, open source web browser created by the Mozilla Corporation.

Developer: Mozilla Corporation

Install Type: Local workstation

Notepad++ *

Notepad++ is a free, open source text editor specifically designed for editing code. It also contains a number of features that make it a better notepad application than the standard Windows notepad.

Developer: Don Ho

Install Type: Local workstation

Office 365

In 2019, the Village transitioned from a perpetual license model for the Office suite of applications to subscription-based Office 365 licensing. This change allows the Village to stay up to date on the latest versions of Office, save cost over past licensing models, and gain access to new tools and applications that were not previously available.

The primary applications utilized in Office 365 are Word, Excel, PowerPoint, and Outlook; all these applications are critical for operations within Village departments.

Developer: Microsoft

Install Type: Local workstation, mobile device, web, and cloud based

Police Department Software

The McFarland Police Department utilizes several pieces of software that are all licensed and managed through the City of Madison. This software includes: New World Client, Law Enforcement Mobile, and NetMotion client.

Install Type: Local workstation

SQL Server

For managing of data and databases, the Village utilizes SQL Server.

Developer: Microsoft

Install Type: Local server

VITALS Desktop

The VITALS application is utilized by the Public Works department for documenting and locating water utility components within the Village of McFarland.

Developer: E.H. Wachs

Install Type: Local workstation, shared database

VLC Media Player *

VLC Media Player is a free, open source media playing application that can be used to play many audio and video files that most default media players cannot.

Developer: VideoLAN Organiation

Install Type: Local workstation

Windows Server

Windows Server is critical for the Village's operations and is required for the Village's domain and active directory systems as well as the other servers within the Village.

Each server, virtual or physical, requires a license of Windows Server based upon the number of CPU cores it operates on.

Developer: Microsoft

Install Type: Local server



VILLAGE BOARD SUMMARY SHEET

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DEPARTMENT: Communications & Technology

CONTACT:

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PREVIOUS ACTION:

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ATTACHMENTS:

1. Polco Results - Lookout Satisfaction

How satisfied are you with the newest communicative addition to the Village, The Lookout (e-newsletter)?



REGISTERED VS NON-REGISTERED

	A	B	C	D	E	F
Registered Voters (19)	31.6% (6)	42.1% (8)	5.3% (1)	-	10.5% (2)	10.5% (2)
Non-Registered Voters (7)	14.3% (1)	28.6% (2)	-	-	28.6% (2)	28.6% (2)

ALL RESPONDENTS

	A	B	C	D	E	F
All respondents (26)	27.0% (7)	38.0% (10)	4.0% (1)	-	15.0% (4)	15.0% (4)
Registered Voters in McFarland, WI (19)	31.6% (6)	42.1% (8)	5.3% (1)	-	10.5% (2)	10.5% (2)
Live in McFarland, WI (26) - Self-reported	26.9% (7)	38.5% (10)	3.8% (1)	-	15.4% (4)	15.4% (4)
Subscribers to McFarland, WI (26)	26.9% (7)	38.5% (10)	3.8% (1)	-	15.4% (4)	15.4% (4)
Register respondents from anywhere (19)	32.0% (6)	42.0% (8)	5.0% (1)	-	11.0% (2)	11.0% (2)

VOTERS GENDER 19 REGISTERED VOTERS

	A	B	C	D	E	F
F (9)	11.1% (1)	44.4% (4)	11.1% (1)	-	22.2% (2)	11.1% (1)
M (10)	50.0% (5)	40.0% (4)	-	-	-	10.0% (1)

SCHOOL DISTRICT 19 REGISTERED VOTERS

	A	B	C	D	E	F
MCFARLAND SD (19)	31.6% (6)	42.1% (8)	5.3% (1)	-	10.5% (2)	10.5% (2)

AGE RANGE 19 REGISTERED VOTERS

	A	B	C	D	E	F
30-39 (3)	33.3% (1)	33.3% (1)	-	-	33.3% (1)	-
40-49 (4)	25.0% (1)	50.0% (2)	-	-	25.0% (1)	-
50-59 (1)	-	-	-	-	-	100.0% (1)
60-69 (4)	75.0% (3)	25.0% (1)	-	-	-	-
70-79 (3)	-	100.0% (3)	-	-	-	-
unknown (4)	25.0% (1)	25.0% (1)	25.0% (1)	-	-	25.0% (1)

CENSUS BLOCK GROUP 19 REGISTERED VOTERS

	A	B	C	D	E	F
1 (3)	33.3% (1)	33.3% (1)	33.3% (1)	-	-	-
2 (4)	-	75.0% (3)	-	-	25.0% (1)	-
3 (2)	-	-	-	-	50.0% (1)	50.0% (1)
4 (2)	100.0% (2)	-	-	-	-	-
Unknown (8)	37.5% (3)	50.0% (4)	-	-	-	12.5% (1)



Anonymous user's Opinion

Responded **B** Very Dissatisfied

Disappointed that is being circulated in the Thistle only.