

VILLAGE OF MCFARLAND

**Communications & Technology Committee Minutes**

*Tuesday, September 22, 2020 - 6:00 PM*

**1. CALL TO ORDER, ROLL CALL.**

Trustee Brassington called the regular meeting of the McFarland Communications and Technology Committee to order at 6:00 p.m.

**2. PUBLIC APPEARANCES.**

No public appearances.

**3. APPROVAL OF MINUTES.**

*a. Motion to approve the minutes of the Communications and Technology Committee meeting from June 23, 2020.*

Motion by Eric Kindschi, second by CJ Behm, to approve the minutes of the Communications and Technology Committee meeting from June 23, 2020. Motion carries 4 - 0 - 1 by acclamation, with Trustee Kryzenske abstaining.

**4. BUSINESS.**

*a. Discussion and recommendation of Chapter 33 in the Personnel Policy Manual: Policy On Use Of Social Media.*

Director, Stephanie Miller and Village Clerk, Cassandra Suettinger, present and discuss reasons for need of updates to Chapter 33 in the Personnel Policy Manual regarding use of social media. The policy was last updated in 2014 and a lot has changed with social media since then. Miller walked through the edits that had been made within the document explaining reasons why. Miller discussed new chapter item, 33.04, and utilized examples of similar policies from ArchiveSocial and Adidas. Suettinger also alluded to reasons why this new portion of the chapter is being considered and that the Village Lawyer can look into first amendment rights when it comes to personal usage of social media.

Members of the committee made multiple suggestions for changes and edits to ultimately send to the Personnel Committee on October 5, 2020. The Committee made it known that they want to be the final group to look over this policy before sending it to the Village Board.

Motion by Eric Kindschi, second by Village Trustee Eric Kryzenske, to recommend Chapter 33 in the Personnel Policy Manual: Policy On Use Of Social Media. Motion carries 5 - 0 - 0 by acclamation.

**5. STAFF REPORTS.**

a. Update(s) from the Technical Specialist.

Technical Specialist, Andrew Day, discussed the following updates to the Committee:

- Mount Horeb cable channel assistance.
- Security assessment of the Village network and working with Elevity IT on ways to improve it.
- Plan for replacement of cable channel servers.
- Network outage from September 11, 2020.

b. Update(s) from the Director.

Director, Stephanie Miller, discussed the following updates to the Committee:

- Staffing - officially fully staffed; Youth Apprenticeship program with MHS.
- Social Media - continuing to gain more followers and reach, especially amidst pandemic.
- Website - Met with CivicPlus reps to discuss design plans for new Village website.
- Outlook Newsletter to release in Village-wide Thistle on Thursday, September 24, 2020.
- Productions - no live events, lots of meetings, Senior Outreach Luncheon performance, election video promos, as well as future projects with the Library, Police and Fire Depts.

**6. SCHEDULE NEXT MEETING DATE.**

a. Tuesday, October 27, 2020 at 6:00 p.m.

**7. ADJOURNMENT.**

Motion by Eric Kindschi, second by CJ Behm, to adjourn at 7:04 p.m.

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 of Communications and Technology