

VILLAGE OF MCFARLAND

## Communications & Technology Committee Minutes

Thursday, November 19, 2020 - 5:30 PM

### 1. CALL TO ORDER, ROLL CALL.

Trustee Brassington called the regular meeting of the Communications & Technology Committee to order at 5:30 PM on Thursday, November 19, 2020.

Members present: Stephanie Brassington, CJ Behm, Cole Younger, Eric Kryzenske, Eric Kindschi, Blake Draper, Andrew Felt, Sean Chislom.

Members not present: Ella Tschopik, Jason Jasinski.

Staff Present: Stephanie Miller, Andrew Day.

### 2. PUBLIC APPEARANCES.

No public appearances.

### 3. APPROVAL OF MINUTES.

a. Motion to approve the minutes of the September 22, 2020 Communications and Technology meeting.

Motion by Village Trustee Stephanie Brassington, second by Village Trustee Eric Kryzenske, to approve the minutes of the September 22, 2020 Communications and Technology meeting. Motion carries 8 - 0 - 0 by acclamation.

### 4. BUSINESS.

a. Discussion and approval of new village website design by CivicPlus.

Director, Stephanie Miller, and Technical Specialist, Andrew Day, presented and discussed the new website design from CivicPlus.

Members of the committee made multiple comments and suggestions for edits to the new design, including, but not limited to, the following:

- Draper - commented, huge improvement; likes the main buttons; more contemporary.
- Trustee Kryzenske - asked about the sign in, social media links, and community calendar.
- Draper - agreed with location of social icons being frustrating.
- Chislom - likes the format and the social icons at the bottom. Sees potential for moving them later.
- Behm - mentioned adding a social media button to the film strip.
- Draper - questioned if "Employment" should be an icon button, but likes other icon buttons. Chislom agreed.
- Trustee Brassington - questioned the Quick Links information found in footer.
- Felt - questioned analytics.

- Draper - questioned the NotifyMe platform and how it's used.
- Chislom - likes the look of the calendar.
- Brassington - "View All Events" button - change text color.
- Draper - create a Community Calendar sign-up Form
- Draper - wants to know more about the search bar and its capabilities.

Miller to take the comments and edits to CivicPlus representatives for due date of 11/20/2020.

Motion by Village Trustee Stephanie Brassington, second by Blake Draper, to approve new village website design by CivicPlus. Motion carries 8 - 0 - 0 by acclamation.

- b. Discussion and action to make a recommendation to the Village Board regarding revisions to the position description and status for the Production Assistant position within the Communications and Technology Department.*

Director, Stephanie Miller, discussed the revisions to the position description and status for the Production Assistant to go from part-time to full-time.

Motion by Village Trustee Stephanie Brassington, second by Village Trustee Eric Kryznske, to recommend to the Village Board regarding revisions to the position description and status for the Production Assistant position within the Communications and Technology Department. Motion carries 8 - 0 - 0 by acclamation.

## **5. SCHEDULE NEXT MEETING DATE.**

- a. Monday, December 14, 2020 at 5:30 p.m.*

Committee will meet in the event there is no conflict with Committee of the Whole.

## **6. ADJOURNMENT.**

Motion by Village Trustee Stephanie Brassington, second by Eric Kindschi, to adjourn at 6:23 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