

**COMMUNICATIONS  
AND TECHNOLOGY  
COMMITTEE**

**Tuesday, February 23, 2021**

**6:00 PM**

**McFarland Municipal Center**  
*Community Room*

AGENDA

You are invited to this meeting through a Zoom webinar. The Public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/86902886190>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 869 0288 6190

1. CALL TO ORDER.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
  - a. Motion to approve the minutes of the November 19, 2020 meeting.
  - b. Motion to approve the minutes of the December 14, 2020 meeting.
4. BUSINESS.
  - a. Discussion and possible action to approve edits of the Village's Community Calendar Policy.
  - b. Discussion of various aspects of the new Village website.
5. STAFF REPORTS.
  - a. Technical Specialist Updates.
  - b. Director Updates.
6. SCHEDULE NEXT MEETING DATE.
  - a. Tuesday, March 23, 2021 at 6 p.m.
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](mailto:cassandra.suettinger@mcfarland.wi.us).

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 Kryzenske, 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

VILLAGE OF MCFARLAND

**Communications & Technology Committee Minutes**

*Monday, December 14, 2020 - 5:30 PM*

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

Trustee Stephanie Brassington called the regular meeting of the Communications and Technology Committee to order at 5:30 PM.

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

Members not present: Ella Tschopik

Staff Present: Stephanie Miller, Andrew Day, and Cassandra Suettinger

**2. PUBLIC APPEARANCES.**

No public appearances.

**3. APPROVAL OF MINUTES.**

a. *Motion to approve the minutes of the October 19, 2020 meeting.*

Motion by Village Trustee Stephanie Brassington, second by Jason Jasinski, to approve the minutes of the October 19, 2020 meeting. Motion carries 9 - 0 - 0 by acclamation.

**4. BUSINESS.**

a. *Discussion and action to make a recommendation to the Village Board regarding Chapter 33: Use of Social Media of the Personnel Policy Manual.*

Village Clerk, Cassandra Suettinger, presented the updates of Chapter 33 of the Personnel Policy Manual after having received feedback from the Personnel Committee and Village Attorney.

Motion by Village Trustee Stephanie Brassington, second by Jason Jasinski, to make a recommendation to the Village Board regarding Chapter 33: Use of Social Media of the Personnel Policy Manual, with final edits discussed at the Communications and Technology meeting. Motion carries 9 - 0 - 0 by acclamation.

**5. STAFF REPORTS.**

a. *Technical Specialist report.*

b. *Director's report.*

**6. SCHEDULE NEXT MEETING DATE.**

a. *Tuesday, January 26, 2021 at 6:00 p.m.*

**7. ADJOURNMENT.**

Motion by Village Trustee Stephanie Brassington, second by Member Sean Chislom, to adjourn at 6:18 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



**VILLAGE OF  
McFarland  
SUMMARY SHEET**

**MEETING DATE:** Tuesday, February 23, 2021

**SECTION:** Business

**DEPARTMENT:** Communications & Technology

**CONTACT:**

**AGENDA ITEM:** Discussion and possible action to approve edits of the Village's Community Calendar Policy.

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

**ATTACHMENTS:**

1. Community Calendar Policy\_v2 with Edits

## Community Calendar

### **Purpose**

The McFarland Communications & Technology Department is here to serve the Village of McFarland public sphere through multiple communication paths. This document is to provide structure for what can and cannot be posted on the website's community calendar. The calendar will provide information about events happening in the community that are considered cultural, educational, or community-based. Events may be posted subject to the guidelines set forth in this policy.

### **Community Calendar Posting Guidelines**

1. Notices must be submitted via the Village website, emailed to [communications@mcfarland.wi.us](mailto:communications@mcfarland.wi.us), or dropped off at the McFarland Municipal Center front office during regular hours (M-F, 8 a.m. – 4:30 p.m.). Submitted Notices must include contact information.
2. Once notices are submitted online, emailed, or delivered to staff, they will be posted on the community calendar within 24 business hours.
3. Notices will be posted online as early as three (six?) months in advanced and for as long as they are current.
4. The Communications and Technology Department Village of McFarland will not be held accountable for not including events that they have not been notified for.
5. Priority will be given to local events versus regional events.
6. Events must be open to the public.
7. Religious and political events are permissible for informational purposes or special events; events which have the primary effect to advocate for a single point-of-view will not be posted.
8. Forms of notices that are unacceptable for posting to the calendar may include, but are not limited to:
  - a. Personal notices/events.
  - b. Events whose primary purpose serves as campaign literature.
  - c. Commercial or marketing events.
9. Special consideration may be permitted for special fundraising events such as raising funds for a charity cancer patient, non-profit, or similar situation.
10. Posting of events does not imply endorsement by Communications and Technology staff nor any other Village department, board, or committee, or commission.
11. The community calendar will remain separate from the already existing calendars on the Village website, i.e., Village Meetings calendar and Senior Outreach calendar.
12. The community calendar is equal opportunity and non-discriminating. Events are considered without regard to the race, color, age, sex, gender, religion, national origin, disability, handicap, marital status, or veteran's status of sponsoring organizations/members.

Commented [SRM1]: Excluding?

Commented [SRM2]: Is this line item necessary?

*Continued...*

### **Authority**

- Application of these guidelines will be based on the judgement of the Director of the Communications and Technology Department. The decision of the Director may be appealed to the Communications and Technology Committee Trustees.
- The Director reserves the right to limit the type of event accepted on the community calendar to those that it deems to be in good taste and in keeping with the standards of the community and the mission of the Village of McFarland.

July 2019 February 2021

1

  
VILLAGE OF  
**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Tuesday, February 23, 2021

**SECTION:** Business

**DEPARTMENT:** Communications & Technology

**CONTACT:**

**AGENDA ITEM:** Discussion of various aspects of the new Village website.

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

**ATTACHMENTS:**

None