

**COMMUNICATIONS
AND TECHNOLOGY
COMMITTEE**

Tuesday, June 22, 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/84269590068>

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

Webinar ID: 842 6959 0068

1. CALL TO ORDER, ROLL CALL.
2. NEW MEMBER INTRODUCTIONS.
3. PUBLIC APPEARANCES.
4. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the February 23, 2021 meeting.
5. BUSINESS.
 - a. Discussion of communicative strategies of storytelling and engagement.
6. STAFF REPORTS.
 - a. Technical Specialist updates.
 - b. Director Updates.
7. SCHEDULE NEXT MEETING DATE.
 - a. Tuesday, July 27, 2021 at 6 p.m.
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.

Communications & Technology Committee Minutes

Tuesday, February 23, 2021 - 6:00 PM

1. CALL TO ORDER.

Trustee Stephanie Brassington called the regular meeting of the Communications & Technology Committee to order at 6:10 PM.

Members present: Stephanie Brassington, Eric Kryzenske, Eric Kindschi, Blake Draper, Andrew Felt, Sean Chislom

Members not present: Cole Younger, 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 November 19, 2020 meeting.

Motion by Village Trustee Stephanie Brassington, second by Member Sean Chislom, to approve the minutes of the November 19, 2020 meeting. Motion carries 6 - 0 - 0 by acclamation.

b. Motion to approve the minutes of the December 14, 2020 meeting.

Motion by Village Trustee Stephanie Brassington, second by Member Sean Chislom, to approve the minutes of the December 14, 2020 meeting. Motion carries 6 - 0 - 0 by acclamation.

4. BUSINESS.

a. Discussion and possible action to approve edits of the Village's Community Calendar Policy.

Director, Stephanie Miller, presents previously approved Community Calendar Policy with edits and changes suggested to be made to work with new website. Committee members and staff discussed each item, while collaborating and updating as needed.

Motion by Member Eric Kindschi, second by Member Andrew Felt, to approve edits of the Village's Community Calendar Policy. Motion carries 6 - 0 - 0 by acclamation.

b. Discussion of various aspects of the new Village website.

Director, Stephanie Miller, opened up discussion to look over various aspects of the new website, asking the committee to a view of a consumer/resident. This discussion was open to present thoughts on items about the new website that are well-received as well as other aspects that could use some changes. In particular, the "How Do I..." tab and section of the website was discussed at length about how to improve its usability and easiness to find things throughout the site. Two changes suggested to be made were to make each header a one word verb (Apply, Find, Pay, Request, Receive) as well as indicate what the hyperlink, "Notifications" meant. That hyperlink was suggested to be changed to say, "Village Notifications" to better indicate what those notifications are regarding.

Other suggestions that were made were to leave the website as is, wait to receive any other community feedback, and check analytics if any significant changes should be made in the future.

Since this was committee discussion, no action was required nor made.

5. STAFF REPORTS.

a. Technical Specialist Updates.

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

- Virtual meetings for Village and implementing this within the school district for future School Board meetings.
- Training Room setup for joint Public Works and Public Utilities meeting on Tuesday, February 16, 2021.
- New website transition and staff training.
- Computer replacements within Village, specifically for McFarland Police Dept. and Municipal Court.
- Cable channel maintenance and scheduled down time for Friday, February 26, 2021.

b. Director Updates.

Director, Stephanie Miller, provided updates on the following topics:

- Social Media - Introduction of Feature Photo Fridays on Instagram Stories.
- Newsletters - The Outlook distributed on February 4, 2021. The Lookout continues to gain more subscribers and will be released every other Thursday morning.
- Events & Productions
 - Back to working with McFarland School District - School Board, Fine Arts, and Athletics
 - Participated in Wisconsin Community Media's Midwest Media Fest - Submitted three videos, as well as participated in being a judging site.
 - Upcoming - Candidate forums, Community Tour, Public Works Virtual Open House, Virtual Bird Walking Tour for McFarland's Bird Festival, and Lock It Up campaign with McFarland Police Dept.

6. SCHEDULE NEXT MEETING DATE.

a. Tuesday, March 23, 2021 at 6 p.m.

7. ADJOURNMENT.

Motion by Member Blake Draper, second by Member Eric Kindschi, to adjourn at 7:11 PM.

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, June 22, 2021

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion of communicative strategies of storytelling and engagement.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

New committee chair, Trustee Flaherty requested a discussion on the department finding new strategies for storytelling and engagement within the community. This discussion is meant to be open and ways to brainstorm what the department can do for the community and its residents.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

None.

ATTACHMENTS:

None