

VILLAGE OF MCFARLAND

**Communications & Technology Committee Minutes**

*Tuesday, June 22, 2021 - 6:00 PM*

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

Village Trustee Flaherty called the regular meeting of the McFarland Communications and Technology Committee to order at 6:00 p.m. in the Community Room of the McFarland Municipal Center.

Members present: Ella Tschopik, CJ Behm, Eric Kindschi, Blake Draper, Carrie Nelson, Michael Flaherty

Members not present: Cole Younger, Jason Jasinski, Andrew Felt, Sean Chislom

Staff Present: Stephanie Miller, Andrew Day

**2. NEW MEMBER INTRODUCTIONS.**

**3. PUBLIC APPEARANCES.**

No public appearances.

**4. APPROVAL OF MINUTES.**

*a. Motion to approve the minutes of the February 23, 2021 meeting.*

Motion by Member Eric Kindschi, second by Member CJ Behm, to approve Motion to approve the minutes of the February 23, 2021 meeting. Motion carries 3 - 0 - 3 by acclamation.

**5. BUSINESS.**

*a. Discussion of communicative strategies of storytelling and engagement.*

The committee discussed various ways to help get the community more involved and engaged with village government. Promotional ideas around civics such as banners/flags, going to events such as the McFarland Farmer's Market, and the potential of hiring someone to do promotions via a promotional budget.

A question of discussion that was also raised included how to welcome citizen involvement, but if it's different than what the Comm and Tech Dept. does on a day-to-day basis.

Further discussion included that the Comm and Tech Dept. does so much already, continue to do so, but it is not the department's job to get people to be more engaged. If residents want to be further engaged, they will choose to do so. Additionally, how can the committee help encourage this engagement? What are ways they can be ambassadors for the department within the community?

No action was taken.

**6. STAFF REPORTS.**

As requested by Chair, Trustee Flaherty, Staff Reports were taken before agenda item,

"Business."

a. Technical Specialist updates.

Technical Specialist, Andrew Day reported on the following department updates:

- School Board Meetings and Equipment
- Information Technology
  - Lewis Park Shelter Cameras - Replacement of Power-Over-Ethernet (POE) network switch
  - Copier Replacements at the Municipal Center
  - Network Share Storage - Village's File Share, VOM-fs, reaching capacity
  - Public Safety Center plans
  - New Phone System
  - Dog Park and McDaniel Park Cameras - installed and operational for new shelters
  - Police Department Redaction Software - to complement the PD body cameras
  - Spiceworks Inventory On-Premise solution
- Village Website
  - ADA Compliant
  - Staff Trainings
  - Analytics: NotifyMe subscribers, most popular subscriptions, average engagement time, device usage comparisons (2020 vs 2021), and top five most popular pages

b. Director Updates.

Director, Stephanie Miller reported on the following department updates:

- Village Social Media & Recent Analytics
  - Instagram
  - Facebook
  - YouTube
- Newsletters
  - The Outlook - Distribution: May 6, 2021 and September 2021
  - The Lookout - Analytics: total subscribers, open rate, and growth
- Events & Productions
  - Zoom hybrid meetings and transition to "2.0" starting August 1, 2021
  - Involvement with McFarland High School over past four months - swim meets, volleyball, football, soccer (boys and girls), Musical Cabaret, marching band, choir concert, and graduation
  - WCM Media Fest - awards given to Comm and Tech staff
  - Public Works Open House and Well House Tour
  - Summer Library Programming
  - Bird Walking Tour (coming soon)
  - "Making McFarland" (coming soon)

**7. SCHEDULE NEXT MEETING DATE.**

a. Tuesday, July 27, 2021 at 6 p.m.

**8. ADJOURNMENT.**

Motion by Member Eric Kindschi, second by Member Blake Draper, to adjourn at 7:10 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