

**PROCEEDINGS OF THE NEW BERLIN  
COMMUNICATIONS COMMITTEE  
Wednesday, July 21, 2010  
5:00 PM  
NEW BERLIN CITY HALL  
3805 S. Casper Drive  
Common Council Chambers**

***Please note: Minutes are unofficial until approved by the Communications Committee at the next regularly scheduled meeting.***

**1. Call Meeting to Order; Roll Call, Declaration of Quorum & Public Notice**

The meeting was called to order by Alderman Seidl at 5:02 PM. Present: Aldermen Seidl, Moore and Liska and citizen member Kris Scalzo. Also present: City Clerk Kari Morgan and Information Technology Director Nick Roethel. Citizen member Bruce Peterka was absent.

The meeting was noticed on Tuesday, July 20, 2010.

**2. Minutes**

Motion by Kris Scalzo to approve the April 14, 2010 minutes as printed. Seconded by Alderman Seidl and carried with Aldermen Moore and Liska abstaining.

**3. New Business**

**a. Election of Chairperson and Vice Chairperson**

Alderman Moore nominated Kris Scalzo for Chairperson. Kris Scalzo accepted nomination.  
Kris Scalzo nominated Alderman Seidl for Chairperson. Alderman Seidl accepted nomination.  
Alderman Liska nominated Alderman Moore for Chairperson. Alderman Moore accepted nomination.  
Motion by Kris Scalzo to close nominations. Seconded by Alderman Liska and carried unanimously.  
Aldermen Moore and Seidl withdrew their acceptance of nominations.  
Alderman Moore moved, seconded by Alderman Liska to appoint Kris Scalzo as the Chairperson. Motion carried with Alderman Seidl abstaining.

Kris Scalzo nominated Alderman Seidl as Vice Chairperson.  
Motion by Kris Scalzo to close the nominations for Vice-Chairperson. Seconded by Alderman Moore and carried unanimously.  
Motion by Kris Scalzo to appoint Alderman Seidl as Vice-Chairperson. Seconded by Alderman Liska and carried with Alderman Seidl abstaining.

**4. Old Business**

**a. Assembly Bill 606 – Proposed amendments to video franchise**

No updates.

**b. Social media for City Communications**

Discussion held regarding feedback on City Facebook pages and how to comply with City Council's previous decision/direction regarding this issue.

IT Director Nick Roethel explained that there are two separate issues to deal with.

- 1.) Currently he is unable to comply with the Council's full motion of approval due to a technical limitation but has a site (Park/Rec.) that numbers of people are currently dependent on this time of year and would like to keep it open.
- 2.) Review possibility of opening feedback back up which could be a very complicated issue.

A consensus of the committee agreed that the two issues should be addressed separately.

Motion by Kris Scalzo to leave the Park/Rec Facebook page up temporarily as is until the City Attorney can review the issue further. Seconded by Alderman Liska. After further discussion, Kris Scalzo withdrew his motion and Alderman Liska withdrew her second.

A consensus of the commission agreed to carry this issue over to the next agenda.

**c. Advertising on City Website**

Discussion was held regarding the draft resolution and concern on section 4 related to audio events. The draft resolution will be forwarded to all committee members and reviewed at the next meeting.

**5. Adjourn**

Motion by Kris Scalzo to adjourn at 5:34p.m. Seconded by Alderman Moore and carried unanimously.

Respectfully submitted:

Kari Morgan  
City Clerk