

**PROCEEDINGS OF THE NEW BERLIN
COMMUNICATIONS COMMITTEE
Wednesday, August 18, 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 Chairman Scalzo at 5:01 PM. Present: Aldermen Seidl and Moore and citizen members Kris Scalzo and Bruce Peterka. Also present: City Clerk Kari Morgan, City Attorney Mark Blum and Information Technology Director Nick Roethel. Alderperson Liska had an excused absence.

The meeting was noticed on Tuesday, August 10, 2010.

2. Minutes

Motion by Alderman Seidl to approve the July 21, 2010 minutes as printed. Seconded by Alderman Moore and carried with Commissioner Peterka abstaining.

3. New Business

None.

4. Old Business

• **Assembly Bill 606 – Proposed amendments to video franchise**

No updates.

• **Social media for City Communications**

This discussion was specific to Facebook.

IT Director Nick Roethel recommended that the Communications Committee recommend to Council the use of Facebook in its current existence which includes feedback.

Discussion was held regarding the use of Facebook reaching a wider demographic, its aid in helping with the communication issues between residents and the City and the successful use of it in the City's Parks/Recreation Department and the Library.

City Attorney Blum explained that since Facebook is a third party site, the city would not be liable to maintain any records from it. From a liability standpoint, based on the different acts and laws he has reviewed, the City would be covered as long as they would not restrict/limit posts, place a disclaimer on the site that copyrighted material cannot be posted as well as include in a policy/ordinance that all ADA requirements would be met.

Motion by Alderman Seidl to recommend to Council the use of Facebook in its current format and suggest Council authorize Information Technology Director and City Attorney to work on drafting a policy/resolution for this use. Seconded by Alderman Moore and carried unanimously.

• **Advertising on City Website**

Alderperson Liska sent out e-mail requesting information for communities that currently do this type of advertising. Committee will address on next agenda.

5. Adjourn

Motion by Alderman Moore to adjourn at 5:39p.m. Seconded by Commissioner Peterka and carried unanimously.

Respectfully submitted:

Kari Morgan
City Clerk