

**Proceedings of the New Berlin  
Communications Committee  
Wednesday, October 20, 2010 @ 5p.m.  
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.***

**Call Meeting to Order**

The meeting was called to order by Kris Scalzo at 5:00 PM.

**Roll Call; Declaration of Quorum and Public Notice**

Present: Aldermen Hopkins and Seidl, and citizen members Kris Scalzo and Bruce Peterka. Also present: Deputy City Clerk Christine Stefanich, Information Technology Director Nick Roethel and City Attorney Mark Blum. Alderman Moore had an excused absence.

**Minutes**

Motion by Alderman Bruce Peterka to approve the August 18, 2010 minutes. Seconded by Alderman Seidl and carried unanimously.

**New Business** - none

**Old Business**

- Assembly Bill 606 – Proposed amendments to video franchise

Attorney Blum reviewed the status of the Assembly Bill. He stated this bill could eventually be reintroduced, but for now he suggests this item to be removed from the agenda.

Motion by Alderman Seidl to remove Assembly Bill 606 from the agenda. Seconded by Alderman Liska and carried unanimously.

- Advertising on City website

Alderman Seidl moved to approve the resolution amending it to exclude section 4, sub letter I, audio events.

Alderman Liska stated her concerns regarding advertising on the City's website.

She stated the City Attorney advised against it and had concerns with how it would be implemented. There was discussion regarding concerns and/or issues with having a link to a company's website. IT director Nick Roethel stated his concerns; he also stated the 2011 budget includes a refreshing of the website and if this item moves forward and passes he asks the advertising to be implemented on the new website host.

Seconded by Bruce Peterka.

City Attorney Blum stated his concerns on the overall ordinance and the legal implications it may bring.

Motion carried with Alderman Liska opposing.

Adjourn

Motion by Alderman Seidl to adjourn at 5:13p.m. Seconded by Bruce Peterka and carried unanimously.

Respectfully submitted:

Christine Stefanich

Deputy City Clerk