

**PROCEEDINGS OF THE CITY OF NEW BERLIN  
COMMUNICATIONS COMMITTEE**

**Wednesday, October 21, 2009  
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.***

**Call Meeting to Order**

The meeting was called to order by Alderman Seidl at 5:06 PM in Alderman Hopkin's absence.

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

Present: Alderman Seidl, Alderman Moore and Kris Scalzo. Excused: Bruce Peterka and Alderman Hopkins. Also present: City Clerk Marilyn Gauger and Information Technology Director Nick Roethel.

**Minutes**

Motion by Kris Scalzo to approve the September 16, 2009 minutes as printed. Seconded by Alderman Moore and carried unanimously.

**New Business**

None.

**Old Business**

**Advertising on City website**

IT Director Nick Roethel indicated the question from the last meeting regarding this issue was cost estimates for tags on our website. It is a "not to exceed" cost of \$2,000 for the city.

Bob Hoyler from Municipal Media Solutions was present. He provided a handout to all present which is on file in the City Clerk's office. His company would act as the city's exclusive representative in generating revenues for the city through selling advertising sites on the city's website. The revenue sharing agreement is 60% to the city and 40% to MMS. Advertisers would be national as well as local businesses. There is integrity and control of types of advertising and the content and most hits are realized from the Assessor's tab.

Discussion followed on:

Getting the listing of the advertisers - council can review weekly and approve if desired; working with the city chamber; maximizing the local businesses; inappropriate ads; the needed ordinance – how restrictive; any and type of complaints from current customers; how the price structure is set and all MMS expenses are covered within their 40%.

The City's website currently has 900 pages and based on 4 ads per page; the potential revenue is \$3,600 per year. IT Director Roethel indicated he will have a hard estimate for our next meeting.

This item will remain on the agenda.

**Web streaming and video on demand for City meetings**

No action taken.

**Responsibilities of the Communications Committee/Structure/By-Laws**

No action taken.

**Adjourn**

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

Respectfully submitted:

Marilyn Gauger, MMC  
City Clerk