

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

**Wednesday, December 16, 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 Hopkins at 5:03 pm.

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

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

**Minutes**

Motion by Alderman Seidl to approve the October 21, 2009 minutes as printed. Seconded by Bruce Peterka and carried unanimously.

**New Business**

None.

**Old Business**

**Discussion on electronic (paperless) agenda packets.  
Council E-Packet System & Paperless Initiative**

IT Director Nick Roethel presented report on E-packet. Cost for paperless is about \$13,500 and is not in 2010 IT budget. This would include electrical update at Council stations, hardware for laptops- which would include computers for alderman to use and take home and an additional laptop for spare use and self healing software to prevent Aldermen from using their laptops during meetings.

Suggestion was made to use Net books to save in costs and it would save \$200 to \$300 hundred per unit. Nick stated he is concerned about screen size and does not recommend them because of the screen size and keyboard size.

There is one unresolved issue which is a big concern and that is the view of the physical maps which are important. Viewing from a laptop could be cumbersome. You will not get the big picture which has been emphasized has extremely important details.

Nick is currently investigating newer technology. This would require changing the way the council does business now as far as set up, and requires doing a collaborative two table set-up. Microsoft Surface is a flat 36 inch horizontal panel which is similar to a big ipod or iphone. It is completely touch-screen. It has multiple inputs including magnetic readers and bar code readers. You can zoom in and pan around by using your hands. It would allow you to digitally move the data to council without having to use paper maps. They are not cheap but there is government pricing which Nick is checking. List price seen around \$13,000 a unit and it was suggested that 2 be purchased if it was decided to go with the Microsoft Surface.

Commissioner Peterka commented on Microsoft Surface or Touch-Table as it is also called. He brought up the Smart Screen/Board System and its use. Felt it was far more economical. It is run on a desktop and projected on screen. Nick stated that the Police Department was awarded a grant and have one up that they are currently using. You can print and make digital documents off of it.

Nick Roethel commented about moving forward with Strategic Planning. A lot of the things being talked about have to do with collaborating in different ways then we are used to and using technology to get information out in different ways. It involves setting goals and setting a

vision for what this Community is moving towards. Being more transparent so what is going on here is getting out digitally so the public is able to see what we do.

Alderman Hopkins stated that the committee needs to move forward and continue to gather information to present to Council for review so we can plan for the 2011 budget. Nick will give another report in the near future and demonstrate the Smart Board.

### Advertising on City website

IT Director Nick Roethel updated the committee on his meeting with the Web Development Company and Advertising Company. The web company has given an estimate that revenues would be between \$5800 and \$7200 annually. The Web Company gave a fixed bid cost of \$1950 to rearrange our website to make advertisements added on right side of screen in line with the frame work of our current website to make it look like it was integrated as part of the design. It would take the contents that are currently on the right side and place them on the left side which design wise is better anyways

There was discussion about the question and concern as to who would be the person in charge of approving the advertisements that are put out on the website

Motion by Commissioner Scalzo to Recommend to Council to have City Attorney draft a resolution that sets up guidelines to advertise on the City Website. Seconded by Alderman Seidl and carried unanimously.

Alderman Hopkins asked that by the next meeting everyone should give thought as to how to handle approval of advertisement so the committee can move forward.

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

IT Director Nick Roethel shared information about how Waukesha approved web streaming for the AT & T Uverse video service. There is an Assembly Bill coming forward in January regarding additional local control for cable systems as well as adding funding for municipal cable television stations.

IT Director Nick Roethel reported on the different options available. The Stand Alone and Encoding option is where we would host the encoding and storage of meetings. People could view a meeting live or go to website and grab a video screen cast and watch it at anytime. Fairly large investment as we would have to have storage need and we would have to provide band width using on our internet system. The second option is Hosted Service idea which the school system currently uses. We push a couple of buttons when the meeting starts. The meeting gets uploaded as we are broadcasting and it is streamed and then stored offsite where it can still be accessed, but through an off site service area so it does not require band width through our internet. The third option is to have One Integrated System where we would change our meetings to action meeting minutes that would tie directly in with the video stream. We would put out an agenda with links and the City Clerk would highlight the part of agenda that is being discussed. Everything would automatically be recorded and the packet could be accessed anytime from anywhere. This system would be a lot more expensive. Nick will research costs of different proposals.

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

No Action

### **Adjourn**

Motion by Commissioner Scalzo to adjourn at 5:40 PM. Seconded by Commissioner Peterka and carried unanimously.

Respectfully submitted:

Sherri Hanson, CMC  
Elections/License Technician