

**PROCEEDINGS OF THE CITY OF NEW BERLIN
COMMUNICATIONS COMMITTEE
Wednesday October 17, 2007 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

Chairman Ken Harenda called the meeting to order at 5:03 PM.

Roll Call; Declaration of Quorum and Public Notice

Members Present: Alderman John Hopkins, Alderman Ron Seidl, Kris Scalzo and Bruce Peterka. Also present: Information Technology Director Nick Roethel, City Clerk Marilyn Gauger and City Attorney Mark Blum.

Minutes

Motion by Alderman Hopkins to approve the June 20, 2007 minutes as printed. Seconded by Kris Scalzo and carried unanimously.

NEW BUSINESS:

City of New Berlin Web-site Functionality & Status Update - Future Recommendations

IT Director Roethel indicated funding is set aside of \$50,000 as a result of the Time Warner Cable Contract which is used to update various equipment within Council Chambers. Currently the fund is at approximately \$49,000. Multiply options were discussed previously regarding the website. Northwood's out of Milwaukee created the city's website. There are 2 issues that need to be considered: 1) Layout and physical look (site has a dated look and ability to find information is difficult at times); 2) The behind the scenes site is 3 revisions old – not updated making it more difficult for staff to input the information. When the City contracted with Northwood's a Maintenance Agreement was not part of the contract therefore when we call them it costs the city dollars.

Director Roethel passed out proposals from Northwood's and another company called Xorbix which does work locally and offshore/overseas. The proposal from Northwood's was \$49,000 for back end piece (behind the scenes) and the site redesign from \$12,000 to \$15,000. Director Roethel felt there was room to negotiate those amounts for both. The proposal from Xorbix for both pieces done offshore was \$55,200 and locally was \$89,525.

Alderman Harenda indicated eventually would like to see payment information enhancement as part of our website. Director Roethel indicated that would cost more from Northwood's. It is not a part of this proposal.

Motion by Kris Scalzo to direct the IT Director to collect additional data for a total of 3 competitive proposals on the current city website and report back to this committee. Seconded by Alderman Seidl and carried unanimously.

OLD BUSINESS:

Networking of City Structures – Fiber Optics – Time Warner Contract.

Attorney Blum indicated the Time Warner Franchise Agreement was extended to 2008 but given the status of cable legislation currently it may not make sense to go any further on this item at this point.

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

No action taken.

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

Alderman Harenda indicated he is currently attempting to get someone (from Planning Commission) to utilize this initiative.

Discussion on Franchise Agreements – Federal Level (FCC).

City Attorney Blum indicated the State is in the process of taking away our ability to negotiate franchise agreements. The bill is currently in the legislature and until the state budget is adopted will not see any action. The Senate version is different from the Assembly version. Contents of an agreement still are different from AT&T and the City of Milwaukee and AT&T and the State of Illinois. There is a request for Wisconsin to look at the Illinois version. We are a member of RTC and they are actively lobbying on behalf of several communities and are promoting the Illinois alternative.

Motion by Alderman Harenda to direct the City Attorney to draft a resolution to recommend to council with the "talking points" provided on AB207 and send resolution to legislators. Seconded by Alderman Hopkins and carried unanimously.

Request to provide internet access in the Council Chambers & discussion on funding this installation/service.

Director Roethel brought forward a proposal recommending we put in a wireless access point covering the council chambers, conference room AB and part of IT area. Enterprise level access point is \$1,300 and \$1,200 for laptop for ePacket/paperless trial initiative. The \$2,500 is budgeted for ePacket initiative/trial for this year.

Motion by Kris Scalzo to direct IT Director Nick Roethel to install the wireless access point in the Council Chambers, Conference Room AB and the IT area and purchase a laptop for the ePacket trial in an amount not to exceed \$2,500 which is approved in the current budget. Seconded by Alderman Hopkins and carried unanimously.

Note: The IT Director will use a contractor currently doing another project for the city which will save dollars.

Discussion regarding request from AT&T for a license for their light speed program within the City of New Berlin.

This item is the same issue as the AT&T U-Verse and will be combined for future agendas.

Discussion regarding AT&T's New U-Verse TV Service within the City of New Berlin.

See item above.

Alderman Harenda read the following:

CLOSED SESSION

- **The basis for the items to be discussed in Closed Session are as enumerated in Section 19.85 (1) (e) of the Wisconsin State Statutes.**

(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session; more specifically discussion on the AT& T New U-Verse TV Service within the City of New Berlin.

Motion by Alderman Hopkins to go to Closed Session at 5:50 PM. Seconded by Alderman Seidl and carried per roll call vote unanimously.

Motion by Alderman Seidl to reconvene in Open Session at 5:56 PM. Seconded by Bruce Peterka and carried unanimously.

ADJOURN

Motion by Alderman Hopkins to adjourn at 5:57 PM. Seconded by Bruce Peterka and carried unanimously.

Respectfully submitted:

Marilyn Gauger, CMC/WCMC
City Clerk