



CITY OF BURTON
PUBLIC ACCESS COMMITTEE MEETING
FEBRUARY 17, 2022
AGENDA

Council Chambers

Special

10:00 AM

4303 S. CENTER ROAD
BURTON, MI 48519

A. ROLL CALL

B. STAFF PRESENT

C. APPROVAL OF MINUTES

1. Public Access Committee - Special - Jan 27, 2020 10:30 AM

D. AUDIENCE PARTICIPATION

Now is the time set-aside for members of the audience to address the Public Access Committee. I would ask each individual to give their name and address for the record and to limit their comments to three (3) minutes and to speak on the topics germane to City business.

E. COUNCIL DISCUSSION AND ACTION

1. Discussion on the City of Burton 50th Anniversary event.



CITY OF BURTON

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MINUTES

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10:30 AM

4303 S. CENTER ROAD
BURTON, MI 48519

This meeting was opened by Chair Vaughn Smith at 10:30 AM.

A. ROLL CALL

Attendee Name	Title	Status	Arrived
Danny Wells	Councilman	Excused	
Vaughn Smith	Chair	Present	
Christina Conley	Councilwoman	Present	

B. STAFF PRESENT

Racheal Boggs, City Clerk
Steve Phillips, IT Director

C. APPROVAL OF MINUTES

1. Public Access Committee - Special - Apr 18, 2018 5:00 PM

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Vaughn Smith, Chair
SECONDER:	Christina Conley, Councilwoman
AYES:	Smith, Conley
EXCUSED:	Wells

D. AUDIENCE PARTICIPATION

Steve Welch of Burton stated he had one of these signs at his business and this is a great return on investment as far as advertising. There is good traffic count on Center Road and we have many city events we can advertise. This is a good idea. Also, I have used Voorheis Signs and they are reasonable and do a good job.

E. COUNCIL DISCUSSION AND ACTION

1. Presentation on LED Sign by Voorheis Signs.

Jim Voorheis of Voorheis Signs provided handouts and discussed the details of the proposed LED sign. The sign we are discussing is the same one as the Faith Tabernacle sign. It is all aluminum construction and LED lighting. It runs for 100,000 hours and draws almost no electricity. The sign is guaranteed by the manufacturer for five years. I guarantee service on them for one year but truthfully, I have never had to really service them. I own one of these signs so you can call me or I will come out and show you how to operate it. I can help you with special content and colors.

You can put a jpeg photo on it. It comes with 250 videos and pictures. The sign is easy to run. There are a lot of features that others don't have and it is an innovative construction and software compared to others. The Representative from the manufacturer lives in Michigan and I am in constant contact with him. I am a beta group for this sign. The City of Burton has always been good to me and my business and I am prepared to give you a great bid price because of that.

Mr. Smith asked if our IT Department will have to do anything.

Mr. Voorheis stated the sign is very easy to operate. I will teach them how to use it. It uses Wifi and has innovative software compared to competitors.

Mr. Phillips asked what kind of interface we will use to operate the sign. Is it through a website? How does it work?

Mr. Voorheis stated it is done from your computer. You would go to the thinksign website and download the software.

Mr. Phillips asked if there is a sign nearby in the community that we can take a look at?

Mr. Voorheis stated there is one at Clio Mini Storage, next to Auto City Speedway and Faith Tabernacle right down the road. I really feel that the sign should go at the corner of Center and Atherton because that's where the traffic is. You will get the most bang for your buck there.

Mr. Smith stated we need to go through the city's process. Once a decision is made, it goes out to bid. How long does it take to get the sign installed?

Mr. Voorheis stated about 6 weeks.

Discussion ensued on the best location for sign placement, sign options, pricing and who will be responsible for operating the sign.

Mr. Phillips asked how the antenna is connected and if it is easy to move around?

Mr. Voorheis stated it connects through a radio signal. It has an IP address. One antenna is on the sign and a second on the building. It is a category five line that runs to the computer. You can put it on a network and access it through there. If you have a phone modem, you can control it from anywhere.

Mr. Smith asked how difficult it is to put the antennas in.

Mr. Voorheis stated it is no big deal. It takes one day.

Mr. Smith asked about the risk of malware or viruses.

Mr. Voorheis said, no. It is a closed line.

Mr. Smith asked how difficult it is from an IT perspective to put the sign on the city network.

Mr. Phillips stated from what he has heard thus far, we probably will want to put it on the network because multiple people may need access to it. The Mayor will decide who will have access to operate the sign.

Mr. Voorheis stated he would not recommend giving multiple people access to the sign. A central person in charge would be a better idea. It is safer this way.

Ms. Boggs stated in terms of scheduling what goes on the sign and when, it would be better to have one person in charge of the sign.

Mr. Smith stated there are so many things the city can use it for. The Clerk would definitely use it as well as Parks & Recreation events, trash collection information, City Hall hours and closing dates.

Mrs. Conley stated this is a great idea. We have budget coming up. We have money left over from last year. This will need to go to Council. I think the residents will really like it. We get a lot of phone calls when the city is closed. We can use it for our races and a lot of other things.

Mr. Smith stated every school has these signs to reach out to the parents.

Meeting was adjourned at 11:10 AM.



Public Access Committee

4303 S. Center Road
Burton, MI 48519

SCHEDULED

AGENDA ITEM (ID # 5288)

Meeting: 02/17/22 10:00 AM

Department: Clerk's Office

Category: Events

Prepared By: Racheal Boggs

Department Head: Racheal Boggs

E.1

DOC ID: 5288

Discussion on the City of Burton 50th Anniversary event.