

CITY OF BURTON
PUBLIC ACCESS COMMITTEE MEETING MINUTES
JULY 20, 2011, 3:00 P.M., COUNCIL CHAMBERS
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The Special Meeting was called to order by Chairman Danny Wells at 3:05 p.m.

MEMBERS PRESENT: Martinbianco, Smith and Wells.

MEMBERS ABSENT: None.

OTHERS PRESENT: M.Udell, IT Director and J. Anderson, Clerk/Typist.

PURPOSE OF THE MEETING: Discussion regarding the City website with a possible vendor.

PRESENTATION:

Brad Johnson of BTS Online Stores, 3032 S. Eugene St. Burton, MI 48519, spoke regarding his company and how he could better the City of Burton's website. He is local, an expert in e-commerce and Drupal, an open-source specialist, and he has top-notch training. His design would come from other municipality websites but would be custom tailored for the City of Burton. He would like to make our site easier to navigate through, while keeping all department pages unified with the same theme. It would be modified by each departments staff to be kept up but would have to be approved and published by either the Mayor or department head. He would provide all training onsite and additional training is available if needed being that his company is local. Mr. Johnson stated further that the existing site's content will be made to fit into the new appearance and navigation scheme of the new site and this will take place either programmatically or through manual data entry. We would also have the choice to do either on-site or off-site hosting. In the past we have hosted off-site for security purposes.

Mr. Udell said he would prefer to host off-site in efforts to save money and have higher security with less liability.

Mr. Johnson said he also recommends off-site hosting.

Mr. Smith asked how long it would take to teach the employees.

Mr. Johnson replied a couple of hours for general employees plus he is local if additional training is needed.

Mr. Smith asked if uploading meeting minutes would be something easy for the clerks to do.

Mr. Johnson replies it would be as simple as copy and pasting, no code writing would be involved.

Mr. Udell asked if we are going to run into a space issue?

Mr. Johnson replied you would usually run into a space issue when uploading videos and pictures, but if the city is interested in that, we are able to upgrade for more space. Mr. Johnson also stated it would be possible to post city properties that are for sale on the website.

Mr. Johnson said the city's site would also be able to let local business' advertise on our site.

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Mr. Udell questioned how would we do that and still control whom and what we allow to advertise?

Mr. Johnson replied we could set guidelines for any companies we let advertise on our site. Google has a good ad policy that we should look at.

Mr. Johnson stated that with the website, there are unlimited number of email users, so there would not be a licensing issue.

Mr. Wells asked if these email addresses would be in compliance with State and Federal laws?

Mr. Johnson replied he will check into that and if not, additional licenses can be purchased from Microsoft.

Mr. Udell said he would prefer the outlook program for the day-to-day back up and its scheduling uses.

Mr. Johnson stated we can set our system up for day-to-day backups but our system would not have the scheduling program.

Mr. Johnson said there is a module for calendar of events on the website that is easy to use. All we would need to do is customize it to us.

Mr. Smith questioned if it would be a problem to have when the date is clicked on, a flyer or advertisement for the event to pop-up?

Mr. Johnson replied it would be simple to have that done.

AUDIENCE PARTICIPATION:

Jim Craig, 6295 Hidden Trails, stated he would like to see each committee have its own email address so that the correct committee members get the information and questions that are directed at them. He would also like to see a page for Parks & Recreation so Burton residents can know about upcoming events and the current services that P & R offer.

COUNCIL DISCUSSION:

Mr. Martinbianco thanked Mr. Johnson for coming this evening and showing interest.

Mr. Smith stated our deadline is July 29th but we would try to get the website up and running by September 1st.

Mr. Johnson indicated that would not be a problem.

Mr. Smith said this will be a process and it may take time to get what we want, and we will let Mr. Johnson know within a week from the 29th who will be awarded the bid.

The Meeting adjourned at 5:08 p.m.

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