

CITY OF BURTON
PUBLIC ACCESS COMMITTEE MEETING MINUTES
MAY 23, 2011, 4:00 P.M., COUNCIL CHAMBERS
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Councilman Danny Wells called the meeting to order at 4:23 p.m.

MEMBERS PRESENT: Smith, Martinbianco and Wells.

MEMBERS ABSENT: None.

OTHERS PRESENT: M. Snow, Clerk's Office.

PURPOSE OF THE MEETING: Discussion and possible recommendations concerning the following:

- 1. Purchase request for the website**
- 2. Burton motto contest.**

PRESENTATION:

Mr. Wells said Mr. Martinbianco, Mr. Smith and himself have spoken to different web masters. He feels it is time to put ideas on paper and send it out in a formal purchase request through the administration. They have decided to put the site together through different portions, so as not to confuse people when it comes up. The deadline is to be up and running by September 1, 2011.

AUDIENCE PARTICIPATION: None.

COUNCIL DISCUSSION:

Mr. Smith provided a rough timeline for the website. He introduced ideas and options with Mr. Udell that he had gone over with different companies. Mr. Udell is in the process of writing a bid, but in the meantime the Committee will hold a meeting Wednesday, May 25th at 12:15 with The Flint Journal/MLive to find out options on how to get information out. He wants to have bids ready to go by late June. The bid deadline will be mid July.

Mr. Martinbianco said content management training would be needed for select personnel in each of the departments.

Mr. Smith said the challenge will be deciding how active we want the site to be. Also, there will be no advertising.

Mr. Martinbianco asked the justification for that objection. Mr. Smith responded the City didn't want it to be business vs. business.

Mr. Wells feels the City needs to promote businesses on the site. If the business buys space, the City needs to allow this. A huge selling point for him, was to include and promote the City on the website. The reason for doing this is to promote the City, get residents involved and transparency in government in the City of Burton. The site must mesh with all networks and be ADA compliant. He said that each Department head should be able to take some of the load off Mr. Udell and add information to the site. The Mayor or her assistant would have the right to reject

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anything detrimental to the City. He said most cities do not store emails even though there is a law making it mandatory.

Mr. Smith said we could have a page for City bids, payments, events, etc. He said Mrs. Burke-Miller has created websites in the past.

Mr. Martinbianco cautioned that her plate is pretty full at this point and wouldn't want to bury her in work.

Mr. Wells said once Administration reviews the bids, the Committee will conduct a meeting and ask the appropriate questions. Recommendations will then be forwarded on to the City Council for determination.

Mr. Wells would like people to submit their mottos to The Burton View. They can take so many per week and have someone from the service groups make a choice. This allows people to interact and allow them to make the choice on the motto.

Meeting adjourned at 4:58 p.m.

ms