

CITY OF BURTON
PUBLIC ACCESS COMMITTEE MEETING MINUTES
MARCH 6, 2012, 6:00 P.M., COUNCIL CHAMBERS
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The Meeting was called to order by Chairman Danny Wells at 6:12 p.m.

MEMBERS PRESENT: Wells, Heffner and Smith.

MEMBERS ABSENT: None.

OTHERS PRESENT: L. Young, Clerk's Office.

PURPOSE OF THE MEETING: Discussion and possible recommendation regarding the following:

- 1. Updates to the City's website.**
- 2. City of Burton Historical Society.**

PRESENTATION: None.

AUDIENCE PARTICIPATION: None.

COUNCIL DISCUSSION:

Mr. Smith said the new website is up and running. The next step is to turn off the old website and then traffic for the new website will increase. He said Brad Johnson has provided an ala carte list of items that could potentially be added to the website. The City of Burton's website has cost \$5,100 so far. He said there is the potential to upload video of the Council meetings. The Council and Mayor need to decide what features they want the website to have.

Mr. Wells said they must have email addresses.

Mr. Smith said he is concerned about who is going to be responsible for keeping the information on the website up to date. He said the Treasurer could use some help. He said it may be a good idea to allocate money for training.

Mr. Heffner said he would like to see an area where people can sign up for updates from the Parks and Recreation Commission. He said they need to decide how much money they would like to put in the budget for the website next year.

Mr. Smith said \$3,000 to \$5,000 should be fine.

Mr. Wells said there should be links to the Council's and Parks and Recreation's facebook pages.

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Mr. Smith said a concern is who would be policing those pages. He asked if it would be the responsibility of an employee or if they would have to hire a web development company, such as Constant Contact. He said that Steve Welch, owner of Bentley Florist, uses Constant Contact to help promote his business and is very satisfied with their service. He said it costs him about \$15.00 a month.

Mr. Heffner said they should promote the website at all City events.

Mr. Smith said that anything from the City will have the website on it. He said the website had 200 visitors the day after it was announced.

Mr. Wells said all of the City vehicles should have the website's address on them.

Mr. Smith stated the "I want to report" function on the website is beneficial.

Mr. Wells said the website should have a place where people can make donations to different organizations, such as the Historical Society or Parks and Recreation.

Mr. Smith said the Mayor would have to send something into Pay Pal verifying the City to be a legit organization able to take donations. He said none of these ideas are expensive and a big design project would run around \$2,000. He said they got a good deal on the website because Brad Johnson wanted exposure for his company. He said Council is in need of forward movement with technology.

Mr. Wells said we can have meetings regarding the Historical Society, but until something happens, no one is going to show. He would like to visit the Fenton historical society. He would also like to publish an article asking for names and pictures of historical people throughout the City of Burton. He would like to create a "Wall of Fame" for founding and historical leaders of the community. He said every year around Memorial Day new people could be nominated and added to the "Wall of Fame."

Mr. Heffner said it would be nice to get pictures of the first City Council and then succeeding Councils. He said they should try to find pictures of the old water tower. Roberto from the Flint Journal was supposed to get him a copy of the newspaper from when Burton became a City in 1972.

Mr. Wells said they need a location for the Historical Society. He said the building on Dort Hwy. would be a good location, as it has lots of room and a big parking lot.

Mr. Heffner said the building on Saginaw St. would be a good location because they could use it until they could afford a larger place. He said they could use funds from the Community Development and Downtown Development Authority. He said the Chamber of Commerce is also in need of a building to call home. He said he would like to see the City save some of its computers once they are replaced with new ones, so they could place them in the Historical Society building and allow computer access for children who do not have computers at home.

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Mr. Smith said it is important to have a page for the Historical Society on the website.

Mr. Heffner said they should be looking for volunteers. He said he would like to hire someone to videotape the Memorial Day parade and the 3D fireworks so it can be viewed on the website.

Mr. Smith said they would have to decide how they are going to budget and spend. He said they should consider using the Burton View in order to reach more members of the public.

Meeting adjourned at 7:20 p.m.

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