

CITY OF BURTON  
PUBLIC ACCESS COMMITTEE MEETING AGENDA  
MARCH 19, 2012, 6:00 P.M., COUNCIL CHAMBERS  
www.burtonmi.gov

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. Burton Historical Society.**
- 2. Website Updates.**

PRESENTATION:

Brad Johnson of Energy Web Design said all the concerns of the City's website have been addressed and all the bugs have been worked out. Every now and then they hear about small issues from the City Administration, but for the most part everything is working great. He said the email issue has been fixed.

Mr. Wells said some of the things they may want to add to the website include Constant Contact, a Facebook page, email accounts for all City board members, a link to the Burton Historical society, all board members' names and addresses, and a donations page with a Pay Pal account. Mr. Wells said he spoke with the Mayor and she said Mr. Johnson was having some problems with coding and that we cannot have a Facebook page or email addresses because of the .gov status.

Mr. Johnson said he didn't think there would be a problem with the email accounts, but he will have to review the requirements for .gov websites.

Mr. Wells asked Mr. Johnson if he had been held back on anything he has tried to put forward and if he feels he is up to speed.

Mr. Johnson replied it is just a matter of getting a budget to add additional features. He said Mr. O'Keefe mentioned a small bug on the City Council page that he will get worked out.

Mr. Smith asked Mr. Johnson to review the price of the additions.

Mr. Johnson said Google Analytics training, which explains the traffic and utilization of the website, would cost \$250.00 for a couple of hours. Currently, there are fifty or so visits a day to the

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website, but that should increase once the other website is deactivated and the new one is indexed in Google.

Mr. Wells said they asked for a donations page with Pay Pal. He inquired as to whether or not that would be legal on a .gov webpage.

Mr. Johnson replied he would check into the requirements.

Mr. Wells said they would like to videotape the Council meetings and upload them onto the website. He said Mr. Johnson quoted a price of \$450.00 to create the video area and an additional \$85.00 for formatting and posting the video.

Mr. Johnson said that everyone has a different browser for viewing videos and some will recognize certain versions of the video. The video needs to be formatted so it can be viewed by anyone. They could be put up on You Tube and embed a link onto the City's page but he has to check on the .gov requirements.

Mr. Smith inquired about the Dynamic System for the sale of City owned properties.

Mr. Wells asked Mr. Johnson what a Dynamic System means.

Mr. Johnson replied a Dynamic System means you can add property, set parameters such as price, pictures and a time frame of expiration. All of the information will be searchable by residents. It could accept deposits and payments in the future.

Mr. Wells asked if it was similar to a realtor's website.

Mr. Johnson said it would be very similar to a realtor's website.

Mr. Wells said they had spoken about how much money it was going to take to promote those properties. This provides an all in one package where it shows the property and people can leave messages.

Mr. Smith said they will be working on the budget and they need an idea of what they want. He relayed concerns of the Administration as to who would be in charge of keeping it updated. He said they could purchase a block of time for training.

Mr. Wells said he thinks that goes without saying. There should be a charge for Mr. Johnson's services to come and fix things. He added if they feel Mr. Johnson charges too much they might go out and see if someone else can do better on price. He hopes to keep Mr. Johnson on board. He asked how long it would take to get the email addresses.

Mr. Johnson replied it would be very quickly. He said he could have it done tomorrow.

Mr. Wells asked if the \$128.00 was a one-time charge.

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Mr. Johnson replied it is a flat fee per change. This prevents the City coming back to him everyday with a new email address.

Mr. Smith said it would take \$250.00 to set up Pay Pal and asked if they could set it up for any page.

Mr. Johnson said he could set it up with a drop down list that asks residents where they would like to donate.

Mr. Wells asked about Constant Contact.

Mr. Smith said the website already has a way to capture email addresses. The only way it would help is if they wanted to send out a survey to the residents.

Mr. Johnson said there are advantages and disadvantages to using Constant Contact. He said the only advantage that Constant Contact has over the current website is they employ people to make sure email addresses don't get put on the black list as spam.

Mr. Smith said they rotate IP addresses, but many email addresses still get blocked. The site already has what they need.

Mr. Johnson said the site already has functionality. If they start having issues with City emails getting caught as spam, they may need to look into using the service.

Mr. Wells said it would cost \$50.00 to create links to other websites, such as the various schools throughout the City. He asked what the links would do.

Mr. Johnson said a resident would click on the link and it would direct them to the external website.

Mr. Smith said the Parks and Recreation Commission would like a separate calendar for their events.

Mr. Johnson replied there is a large price on that because it is going to conflict with the existing calendar and would take a lot of specialized code. He said they could look at a way to use the existing calendar and possibly do some custom programming. He said you cannot install two of the same modules.

Mr. Wells said Mr. Johnson and himself should get together with the Administration to talk over some of the things that should be included in the website.

Mr. Smith said he viewed Bay City's website, which cost \$14,000 and is comparable to ours, which cost \$5,000. He feels we got a great deal.

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Mr. Wells said the Burton Historical Society is starting to bloom. He said they have a Facebook page, as well as email. He walked through the Argue house and feels it has lots of potential. They still have to make sure it is safe. The Code Enforcer said he has some trepidations about a beam under the house. Mrs. Miron has been running around Genesee County getting people involved.

### AUDIENCE PARTICIPATION:

Ester Argue-Stuart, 1463 Donovan, spoke in reference to the Argue home. She grew up in the home and stated twelve children were raised there.

Rosalie Labelle, 4071 Montcalm, spoke in reference to the Argue home. She said they are looking for pictures. She lived in that house her junior and senior year. She said her grandfather had a trailer rental business.

John Walker, 10902 Walker St., Grand Blanc, MI, said he belongs to six or seven Historical Societies. He is willing to help, but does not want to be a board member. He is currently trying to get all of the dairy farms located. He said the Burton Historical society would have to get involved with the State Historical Society, secure a 501c3 status, and create a board. He said there is a networking meeting on April 28, 2012 at 10:00 a.m. at Grand Blanc City Hall for all Historical Societies. He said Burton needs a good person to be the curator. He said there are forms to fill out when people donate items and Burton could get copies from other jurisdictions.

Ramona Miron, 2288 S. Term, said she collected some maps from 1899, 1859 and 1907 and is looking to pull in members of some of the oldest families that are listed on the maps. She said they must be a non-profit to be able to take in donations. She spoke in reference to the last Wolverine that will be coming to Burton for Atherton Schools. She said she has a contact at the Sloan museum. She would be willing to lead the Historical Society as long as she doesn't have to do everything all by herself.

Robert Walls, 2400 Meadowcroft, inquired as to the whereabouts of two plaques that were removed from Fire Station #2. He said the Burton Historical Society would take more than just two people to bring it to life.

### COMMITTEE DISCUSSION:

Mr. Wells said he already has things coming to his house. He thinks they may have put the cart before the horse.

Mr. Smith asked Mrs. Miron if she would be willing to lead the Historical Society and what she would need to do so.

Mr. Wells asked Mr. Walker what the Historical Society needs to do it right.

Mr. Walker replied they would need to get a group of people together, elect a president and board members, hold public meetings and then file a 501c3.

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Mr. Smith asked what the local government usually does to help.

Mr. Walker replied they usually provide the buildings and financial assistance for things such as utilities until the 501c3 status is complete.

COMMITTEE RECOMMENDATION AND/OR ACTION:

Heffner moved and Smith seconded the following motion:

Recommend to the Council of the Whole to establish a Burton Historical Society with Ramona Miron as the director. Motion carried 3-0.

Meeting adjourned at 7:05 p.m.

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