

50 that while development of the new website would further consider facilitating a section for Home Page
51 News, to do so on the current web site would be labor intensive. A simple, interim solution was to add
52 “What’s Happening” to the number one position in the left navigation bar and link it to the “Official
53 Public Notices” page but with the header “What’s Happening.”

54
55 6A. Status reports/follow-up discussions on Committee topics:

56 2. Agenda formatting recommendations

57 Chair Mills queried the committee that in response to presenting the committee recommendations to the
58 Board of Commissioners, there was a single negative response: Is this the end? Are we dropping it?

59
60 It was decided that at the Commissioners’ May workshop meeting the chair will voice the committee’s
61 disappointment that the minimal response was not a good barometer of the positions of all the
62 Commissioners. More feedback is needed specifically on the two items regarding putting public
63 comment language on workshop and regular meeting agendas; if any Commissioners want it back on the
64 agenda for additional discussion to say so.

65
66 6A. Status reports/follow-up discussions on Committee topics:

67 3. Supporting documents program recommendations

68
69 This topic also was addressed at the meeting noted above between City Manager, Greg Ferrese; City
70 Clerk, Ann Womack; IT Department Supervisor, Max Hamby; Commissioner Patrick Gossett;
71 Communications Committee member Toni Sharp and Communications Committee chair Commissioner
72 Stan Mills. Of the two methodologies presented to the Commissioners for facilitating online support
73 documents – the Bethany Beach model utilizing a web page to access the individual documents and the
74 Sussex County model utilizing a compilation of the individual support documents into one document –
75 Mr. Hamby indicated that the second model noted was the easiest to implement. The discussion group
76 agreed to task the Communications Committee with drafting guidelines on utilizing the online Support
77 Documents program for the city clerk and the document providers; the city clerk would partner with the
78 committee in finalizing the guidelines. See item 7A on this agenda. Member Sharp noted that the
79 program will be implemented for a 90-day trial period and then be reviewed.

80
81 6B. Review of current audio policy adopted by the Commissioners and consideration of endorsement of
82 extending the retention time for online accessibility of audio recordings.

83 Current audio policy was distributed prior to and during the meeting.

84 Also during the meeting noted above, Chair Mills posed the committee’s desire to know if the retention
85 time for audios could be extended without any time constraint. Mr. Hamby indicated that there are
86 storage constraints; okay for 6 months with no additional cost issues. Ann Womack, city clerk, indicated
87 that the state archives retention schedule notes that audio can be destroyed after six months and she
88 suggested we stay with a limit of six months for audio accessibility online.

89
90 Janet Anderson moved to make recommendation to the Commissioners to extend the audio retention time
91 for the smaller committees from one month to six months; Lorraine seconded. Rationale cited included
92 to give the public additional time especially when many committees meet without any regularity in an
93 extended time frame; ability for committee members to refresh memories; for new members to go back to
94 listen to tapes. Motion was approved unanimously.

95
96 6C. Discussion on memorializing committee recommendations and actions.

97 Draft version #1 was distributed prior to and during the meeting.

98 Chair Mills presented a concept to memorialize the actions and recommendations of the Communications
99 Committee retroactive to the beginning of the committee and continuing forward.

100 The committee desired additional time for consideration.

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New Business

7A. Development of draft policy for implementing a support documents program.
 Two handouts by Chair Mills were distributed during meeting.

Objective: Develop a policy for the city clerk to use in administering an online support document program and for those furnishing the support documents.

- The document must be sufficiently identified with sponsor name, date, version number, etc. I.e. utilize document formatting policy. YES
- Determine whether or not a redline version is required. Criteria? Lorraine – preferred for major preferred; no for minimal Recommended when pertinent
- Mandatory rules + recommended guidelines
- Determine a timeline for submittal to be ensured it is put online and the process is not burdensome for the administrator (i.e. items put online X days in advance of the meeting, or multiple upload dates?) Optimal when agenda is developed; less might be okay – defer to city clerk
- All documents must be submitted electronically
- Who is allowed to submit supporting documents for an agenda item? Only the sponsor? Yes for the trial period.
- Disclaimer on packet. Sussex County Support Document disclaimer:
 This product is provided by Sussex County government as a courtesy to the general public. Items contained within are for background purposes only and are presented “as is.” Materials included are subject to additions, deletion or other changes prior to the County Council meeting for which the package is prepared. Modify for use on Rehoboth Beach packet.

7B. Discussion of City website overhaul advancement and review of objectives and parameters, including development of an executive summary and a prioritization list of recommended changes.

Chair Mills reported that during the meeting noted above, Mr. Hamby mentioned that he has interviewed four other web hosting or designer companies. No other discussion took place among the meeting attendees.

However, after the meeting Chair Mills asked to meet with Commissioner Gossett and Member Sharp to summarize the meeting with Mr. Hamby: Mr. Hamby was signaling that he was catching up with infrastructure issues thus freeing up time and that he was making advances to initiate the web overhaul. Considering that out of the last Communications Committee meeting the committee direction with respect to advancing the web site was to identify points for another presentation to the Commissioners, the consensus among Chair Mills, Member Sharp and Commissioner Gossett was to allow for more time and to seek another meeting with Mr. Hamby within the next 30 + days to see if he has further formulated plans to advance the web site overhaul.

Committee discussion included the following:

- Are we redesigning the web site to include accessibility on smart phones or other devices?
- Use of Google guidelines for designing web sites – Janet will send links
- Recommendation to use Google Analytics to analyze use of the web site and to use for guidance for...
- Who is using it what they are looking for?
- Future lesson on Google Analytics
- Training session ad hoc group team of one commissioner, one support person from city administration and one web designer objective is to have in-house ability for in-house web

151 changes without the need to have the web host to do so. Ability for a commissioner/mayor/city
 152 manager to have (limited) access to specific portions of the web site, e.g. the mayor to emergency
 153 notices.

- 154 • Clarify roles and responsibilities of IT Department city administration/city clerk and web
 155 host/designer
- 156 • Tie in with Facebook, Twitter
- 157 • What will be the route to overhaul web site? RFP? Come to committee? Is committee
 158 review/input desired?
- 159 • Timeline?
- 160 • Do all at once or piecemeal? E.g. convention hall site? Dependent on timeline?
- 161 • Ascertain if he wants the committee to prioritize overhaul components if he considering doing in
 162 incremental phases.
- 163 • How can we assist?

164

165 Next steps.

- 166 • Defer on prioritizing web change components
- 167 • Initiate meeting with Max and pose questions to better ascertain/understand path forward. Chair
 168 Mills, member Sharp and Commissioner Gossett will participate in that meeting.

169

170

171 8. Discuss and prioritize items to include on future agendas.

172 Concept of Welcome letter to new property owners.

173 Likely web site status.

174

175 9. Set next meeting.

176 Defer scheduling until we have meeting with Mr. Hamby.

177

178 10. Committee Member Comment

179 Call to fill vacancy on committee.

180

181 11. Public Comment

182

183 12. Adjournment.

184 The meeting was adjourned at 3:39 p.m.

185

186 - Stan Mills, Chair, Communications Committee

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