

**COMMUNICATIONS COMMITTEE MEETING
CITY OF REHOBOTH BEACH**

July 26, 2013

The Communications Committee Meeting of the City of Rehoboth Beach was called to order at 9:02 a.m. by Chairman Stan Mills on Friday, July 26, 2013 in the Commissioners Room in City Hall, 229 Rehoboth Avenue, Rehoboth Beach, DE.

ROLL CALL

Present: Chairman Stan Mills, Toni Sharp, Janet Anderson, Lorraine Zellers

Audience: Patrick Gossett, Max Hamby, Greg Ferrese, Tom McGlone

APPROVAL OF AGENDA

The Agenda was unanimously approved.

CORRESPONDENCE

There was none.

APPROVAL OF MINUTES

Minutes of the March 8, 2013 and April 12, 2013 Communications Committee Meetings were distributed prior to the meeting.

Lorraine Zellers made a motion, seconded by Janet Anderson, to approve the March 8, 2013 Communications Committee Meeting minutes as amended. Motion carried unanimously.

Lorraine Zellers made a motion, seconded by Janet Anderson, to approve the April 12, 2013 Communications Committee Meeting minutes as amended. Motion carried unanimously.

OLD BUSINESS

Report from and discussion with Max Hamby, IT Department Supervisor, on status of City website overhaul, process and timeline for moving forward and potential for further involvement of the Communications Committee.

Max Hamby, IT Department Supervisor, reported that Phase 1, a branding (identity development) process, has begun which will lead into the design and functionality of the City website. The IT Department is currently working with a branding designer who will be doing the logo development. The message is being crafted on how the City presents itself to the residents, visitors, etc. A logo is being standardized because the City seal is not as ubiquitous as it should be to use as a representation of the City. Three to four concepts are being explored to create a unified identity that resonates with the public. Input is being gathered from community members, city officials and leaders of organizations such as Main Street, Chamber of Commerce, Rehoboth Beach Museum, etc. Once the concepts have been developed, they will be presented to a group of people to get approval on which avenue to take. The concepts will be shown to the Committee, but he hesitated to make this a design by committee or try to get 100% approval. The branding would mainly be for the website right now, but it is hoped that it will take off from there. Once Phase 1 is completed, a transition will be made into the actual development of the look and feel of the website which will be dictated by what is heard during interviews. It is anticipated that the interview and discovery process will be complete and movement into website development and design will be started by August 5, 2013. The timeframe for design of the website is approximately two to three months. A timeline has been established from the contractor in order for the Committee to keep tabs on and know what is happening with the process.

City Manager Greg Ferrese reminded Max to make Mayor Cooper aware of what is taking place regarding a logo.

There was concern by the Committee that components it has been waiting on for a year still have not been implemented such as the fillable forms, new photographs, etc. The fillable forms were intended from the beginning to be an IT Department project as part of the website design. It has been hoped that the redesign of the website and the forms are done in parallel and would be reflective of the new identity program. The Committee has a desire to be involved in the following processes: 1. Presenting three logo designs to the Committee for its critique after talking with the City Manager and Mayor about what the process is. 2. Involvement in the website itself with regard

to the Committee critiquing elements of it before going live. Prior to the website going live, it would be helpful for the Committee, along with the IT Department, to do the testing for functionality, bugs, ease of use and user experience. Currently, there is still a need for information from Chuck Snyder and Karen Zakarian in order to upgrade the Convention Center part of the website. Stan Mills will try to get floor plans with various seating arrangements from Chuck to give to Davis Bowen & Friedel (DB&F) to do a professional job with them. The document the Committee had outlined with what it thinks the Convention Center might look like with the forms, floor plans, etc. is a concept idea.

Max will provide tentative milestones for the website project at the next Committee meeting. The target date for the website to go live is the end of September 2013.

Update on implementing an online program to access documents which support Commissioner agenda topics including discussion on developing a draft policy for implementing the online Support Documents Program.

A presentation of the Support Documents Program was made to the Board of Commissioners, and the outcome was supported by the Board. The workgroup consisting of City Secretary Ann Womack, IT Department Supervisor Max Hamby, Chair Stan Mills, City Manager Greg Ferrese, Commissioner Patrick Gossett and Toni Sharp met to implement the program. The outcome of that first meeting was to utilize Sussex County's method of compiling and presenting support documents and to develop a policy for users and administrators. The Communications Committee had generated the first version of the policy. The workgroup met to discuss the policy and make edits for review at a subsequent meeting. The subsequent meeting was deferred, and the workgroup was brought into the Communications Committee meeting today. The Support Documents Program is a program to be implemented and reviewed after a trial period of 90 days. Review criteria would need to be established such as whether the program is used, if there is public comment, if there is a way to take questions and time commitment for the agenda item sponsor/document author and staff to implement and administer the program. The data collection with the click count will begin when the new website is implemented. Tracking in the 90 days would be on how many agenda items are presented and how many support documents are viewed. A subsequent meeting can be held to tweak the evaluation criteria. Edits to the Support Documents Program are that this program will apply only to the Board of Commissioners. Each support document shall utilize the document formatting policy adopted July 17, 2009. Language was provided by City Solicitor Glenn Mandalas that "[I]n order to respect matters of privacy, some documents may not be included in this internet-available compilation of meeting documents. After receiving the support document(s), the City Secretary places a number on each document for referencing to the agenda (similar to what is done for resolutions and ordinances). Electronic support material is compiled and posted online by the City Secretary at least two days prior to the meeting. The packet would look exactly like the Sussex County model with a disclaimer page, table of contents and individual support documents. The Committee supported the idea of having Ann Womack meet with Kelly at Sussex County to shadow when an agenda and supporting documents are compiled.

The Support Documents Program will be rewritten incorporating today's edits. This program will be reviewed with the City Manager. A presentation will be scheduled with the Board of Commissioners on the recommended policy, and a final version will be submitted to the City Secretary to compile the first support document package for that group at a regular meeting. This will take place after Ann Womack has met with Kelly at Sussex County.

Update on committee recommendations to the Commissioners to amend the time of retention for online access to audio recordings of meetings.

The approved resolution to allow all audios to be retained online for six months was distributed prior to the meeting.

Update on committee recommendation to the Commissioners to better identify on meeting agendas opportunities for the public to talk during Commissioners' meetings.

At the June 10, 2013 meeting, Chair Stan Mills reported on agenda formatting. Two of the four recommendations were: 1. Public discussion should be allowed, and language should be added to the agenda. 2. Add citizen comment to workshop agendas. At the end of the presentation made to the Commissioners at a previous meeting, there was only one respondent to these matters. The Committee suggested that: 1. Agenda public discussion is inserted. 2. Citizen Comment should be added to the bottom of a workshop meeting agenda. 3. Clarification on citizen comment. 4. Public comment non-agenda items should be move to the top of the agenda. These recommendations will be suggested to the Commissioners to be placed on a workshop agenda for discussion at a later date. Chair Stan Mills will compile recommended language to be inserted on an agenda. This will be discussed at the next Committee meeting.

Tom McGlone thought it would be a good idea for the Committee to define when people can comment at a meeting. Public comment non-agenda items should be moved to the top of the agenda. People should also be allowed to comment on agenda items after each item has been discussed by the Commissioners.

NEW BUSINESS

Introductory discussion about a potential program for the City to issue “Welcome” letters to new property and/or business owners.

Toni Sharp presented the welcome to new residents and businesses done by Main Street. The process used to get the welcome bags out to people is through the real estate companies. It is primarily for residents, but the Main Street will also do it for businesses. Main Street is amenable to putting anything in the bags that the City would want to provide, but the Committee thought it would be better to have this project stand alone. Information to be included in the welcome bags could be on yard waste, recycling, refuse and voting, newsletter, letter from the City, important emergency information, lifeguard and beach rules, bullet point list of information on the City website, etc. It was suggested that for the next meeting, a packet should be laid out and Toni Sharp will draft a welcome letter for approval. The consensus of the Committee was to pursue this idea. Lorraine Zellers will contact Building & Licensing about how it conveys information to new businesses.

Tom McGlone said that having the list of new residents generated by the City and given to Main Street would assure better coverage vs. a realtor who may not know that this process exists. The Rehoboth Homeowners' Association is also sending out a letter. At this point, that group is underutilized relative to what happens in the City. The Association gets its information from the City. Committee members also suggested that a letter should be written and sent from the Mayor and Commissioners.

DISCUSSION AND PRIORITIZE ITEMS TO INCLUDE ON FUTURE AGENDAS.

Continued discussions on the website status, welcome program, public participation at meetings, and the Support Document Program.

SET NEXT MEETING.

Consensus of the Committee was to hold its meetings on the fourth Friday of every month at 9:00 a.m. The next meeting is scheduled for August 23, 2013 at 9:00 a.m.

COMMITTEE MEMBER COMMENT

Call to fill vacancy on Committee.

PUBLIC COMMENT

There was none.

There being no further business, Chair Stan Mills adjourned the meeting at 11:35 a.m.

Respectfully submitted,

(Ann M. Womack, CMC, City Secretary)

**MINUTES APPROVED ON
AUGUST 23, 2013**

(Stan Mills, Chairman)