

**City of Rehoboth Beach
Communications Committee Meeting
Minutes June 30, 2010**

Meeting was called to order at 2:07 PM by Chairperson, Pat Coluzzi.

Roll Call:

Members Present: Pat Coluzzi
Dottie Cirelli
Hoyte Decker
Dave Henderson joined at
Stan Mills

Also Attending: Dick Cleveland

A motion was made to approve the minutes of May 20, 2009 by S. Mills, seconded by D. Cirelli. Coluzzi-aye, Cirelli-aye, Decker-aye, Mills-aye, Henderson – not present

Because D. Henderson was going to be late, it was agreed to address new business first.

New Business:

Discuss changing the format of the agenda to include a synopsis of an agenda item. – S Mills read an example from Bethany of an agenda item that included a synopsis. Not all items on the agenda had a synopsis, but those items that referred to an ordinance did have a synopsis. Stan felt that for the layperson, it clarifies the meaning of an agenda item. H. Decker suggested that the synopsis should not be longer than 5 sentences. S. Mills commented that you need to be very careful if you have a synopsis because the person writing the synopsis may be prejudicial on the topic. It is important that the synopsis is neutral. S. Mills also suggested that the policy may need to be reviewed by G. Mandalas. H. Decker will volunteer to contact the City Manager of Bethany to understand their process for writing a synopsis and their procedures for number of readings. S. Mills and H. Decker will confer on this process following the phone call by H. Decker and circulate their findings to the rest of the committee.

Old Business:

Continue discussion of website deficiencies including the E-mail bulletins/Newsletter process - D. Henderson has put a procedure in place to have the audio from the City Commissioners meetings available to the public through the website as follows:

- Friday Regular meetings will be posted on the website by the close of business on the following Monday.
- Monday Workshop meetings will be posted on the website by the close of business on the following Wednesday.

S. Mills had two pages of deficiencies on the website, but thought it was too difficult to discuss each deficiency without the benefit of a PC so the committee members could view the website as he goes through his list. It was decided that this topic would be deferred to the next meeting. However, the committee member expressed their disappointment that the way agenda, minutes and media are accessed through the calendar still has flaws. It was decided that S. Mills and D.

Cirelli will contact D. Henderson and schedule appointments to review the deficiencies that they found on the website. The results of these meetings will be reported on at the next meeting. S. Mills will meet with D. Henderson and supply him with the disclaimer to be put on the website when collecting email information from people who sign-up to receive email from the city. It was also decided that name and email address were the only pieces of information that we would collect. We can determine by IP address where people live so, no need to collect demographic information from individuals. In past discussions, we had decided to ask people who signed up for receiving information by email to sign-up again since a significant period of time may have elapsed since the original sign-up. The group has now come to a consensus not to require a new subscription. Rather, email will be sent to individuals who have signed-up for emails since the inception of the new website. It was decided that this item will be on the next agenda to discuss items that were changed as a result of S. Mill and D. Cirelli's meeting with D. Henderson. Delaware.net will not be invited to the next meeting. We can invite Delaware.net to a future meeting to address items that could not be resolved by D. Henderson.

Reports from each committee member on their research of live-streaming video systems. – Committee members did individual research and presented their findings. Most systems had a minimum of 2 cameras with an operator. S. Mills pointed out, once the minutes were published and voted on by members, the minutes are then the official record. There was a consensus that the idea of a one camera system will be insufficient if the goal is to be able to see who is speaking. Research indicated that it is not possible to see which individual is speaking when one camera is used. There was a recommendation that we start by upgrading the audio and going to a gooseneck system. D. Henderson will contact C. Snyder to get pricing for a new gooseneck system. In the meantime, research into video-streaming will be continued in order to give the commissioners the cost for a suitable system for a line-item in next year's budget. It was also recommended that the new links for the audio be tracked by Google analytics in order to input that information into a cost-benefit analysis for a possible future video-streaming system.

H. Decker made a motion to not move forward with a one-camera video streaming system but to upgrade the audio system and to make recommendations based on further research for a multiple camera system and to provide the commissioners with cost information so that a line-item on next year's budget could be presented for a vote during budget time. The motion was seconded by D. Cirelli. All members were in favor.

Status of Supporting Documents Policy – The policy will presented to the City Commissioners by P. Coluzzi at the next regular meeting on July 16, 2010.

The next meeting is scheduled for Wednesday, July 28, 2010 at 1:00PM.

The meeting was adjourned at 2:27PM..

Respectfully submitted,

Pat Coluzzi, Chairperson