

**OWOSSO CITY COUNCIL
1309 SOUTH M-52**

AUGUST 29, 2011

7:30 P.M.

PRESIDING OFFICER: MAYOR BENJAMIN R. FREDERICK

OPENING PRAYER; BURTON FOX

PLEDGE OF ALLEGIANCE: MAYOR BENJAMIN R. FREDERICK

PRESENT: Mayor Benjamin R. Frederick, Mayor Pro-Tem Cindy S. Popovitch, Councilpersons Thomas B. Cook, Michael J. Erfourth, Christopher T. Eveleth, Joni M. Forster, and Gary W. Martenis.

ABSENT: None.

CITIZEN COMMENTS AND QUESTIONS

Tom Manke, 118 South Washington Street, indicated he was pleased the City was having a discussion about the website because improvements need to be made. He also encouraged the City to utilize social media outlets and put a person in place to manage the sites.

Ronald Elder, County Commissioner District 2, noted the County now has a new website that is working well. He also noted that August starts budget planning time at the County and a budget is to be in place by November.

Mayor Pro-Tem Popovitch inquired about the Main Street manager situation. It was noted the City no longer had a Main Street manager and is in the process of looking for one.

DISCUSSION – CITY WEBSITE

City Manager Crawford started the conversation with a history of the City's website, noting that spending on the website has been low in comparison with other communities. The City is now at a point where money will need to be spent to improve the site.

He listed the following items as potential improvements for the website:

- Expand screen size
- Include more links to outside websites
- Include more basic City related information
- Provide the opportunity for live broadcast and video on demand services
- Develop new menus and drop downs

Mr. Crawford introduced Curt Anderson and Laura Hoffman of Municipal Web Services, joining the meeting via the internet. Municipal Web is the City's current web designer/host.

Mr. Anderson indicated numerous features of websites have changed in the past few years. He noted that any wholesale changes to the site would necessitate redoing the entire site as the software originally used to develop the site was no longer supported. He went on to say that should the Council decide to revamp the website decisions would have to be made as to the format of the home page, whether the site would be edited via website management software or content management software and whether the City desired custom programs for the site. In addition decisions would have to be made regarding color scheme and general theme. It was estimated a reworking of the site would cost between \$7,000 and \$11,000.

There was discussion regarding the level of autonomy the City would have in editing the new site. It was indicated the City could choose its level of autonomy based on cost, training and time factors. Municipal Web will provide maintenance services for an hourly fee of \$45.

There was discussion regarding creating a social media site for the City, setting up RSS feeds, creating a static website and reserving frequently changing materials for a social media site, and whether the City has personnel to dedicate to the task. Council was particularly interested in obtaining information on the number of hits on the site, hits on certain pages and recent searches on the site. They hope to use the details to determine what information should be accessible on the site and what information is extraneous.

ADJOURNMENT

Motion by Councilperson Eveleth for adjournment at 9:03 p.m.

Motion supported by Councilperson Erfourth and concurred in by unanimous vote.

Benjamin R. Frederick, Mayor

Amy K. Kirkland, City Clerk