

Present: Chairperson Lynn Kier; Members: Greg MacKenzie, Edna Freier, Tricia Sloan, and R. Jean Ruth

Absent: None

Also Present: Village Clerk/Assistant Manager, Ellen Marshall
Council Liaison, Walter Briggs

Chairperson Kier called the meeting to order at 7:30 p.m. in the Village of Beverly Hills municipal building at 18500 W. Thirteen Mile Road.

REVIEW AND CONSIDER APPROVAL OF MINUTES OF A REGULAR COMMUNICATIONS COMMITTEE MEETING HELD OCTOBER 4, 2012

Motion by Kier, second by Freier, to approve the minutes of a regular Communications Committee meeting held October 4, 2012.

Motion passed.

RECAP SUBCOMMITTEE’S MEETING REGARDING WEBSITE UPDATE

Sloan reported that a subcommittee consisting of Freier and herself met with Ellen Marshall and Village technical consultant Robert Ferkel since the last Communications Committee meeting to discuss an update of the Beverly Hills website. The subcommittee reviewed various websites from other communities and voiced suggestions for improving the current website. There was agreement to use the Farmington website as a model for the Village website.

Ellen remarked that Farmington is similar in size to Beverly Hills. Their website is user friendly, clear, and easy to navigate. There were attractive websites cited from other communities that most likely have more resources and IT people to prepare an elaborate website. The subcommittee took away ideas from other websites that they would like to incorporate into the Village website at some point. Freier mentioned the ideas of changing the photographs in the website and including an interactive map showing key locations in the community.

Robert Ferkel was asked to create a mockup of a website that parallels the Farmington website. Marshall related that Ferkel has not had an opportunity to prepare a model of the new website for review at tonight’s meeting. It is anticipated that there will be something for the Committee to review at their December meeting. Marshall explained that Ferkel will create a template for a webpage, and she and Erin Wilks will insert the data.

Kier remarked that the new branding for the Village would ultimately be incorporated into the website. There was some conversation about the Dreamweaver program used to create and edit website pages. The website update is in process. The Committee will review and comment on the prototype at its December meeting.

Kier stated that, at the October meeting, the Committee reviewed a list of communication tools and channels currently used in the Village. Comments and suggestions were offered by members at that time. She proposed that the Committee focus on the website first before turning its

attention to some of the other channels of communication. Members were in agreement to have the new website up and running before undertaking its next project.

PUBLIC COMMENTS

None

LIAISON COMMENT

Briggs had no comment.

ADMINISTRATION COMMENTS

Marshall related an example that emphasized how well people like receiving GovDelivery messages; it is an effective communication tool.

COMMITTEE COMMENTS

Kier suggested that the members think about how to publicize the new website format and how to encourage people to find information on the updated website. The Committee will also want to consider how to tweak current communication tools and channels to promote Village activities and information.

Motion by Kier, second by Freier, to adjourn the meeting at 8:00 pm.

Motion passed.