

**Meeting Minutes
President's Work Group on
Council Website Policies & Guidelines
Wednesday, November 7, 2007 – 10:30 a.m.
Room 525, City-County Building**

Attending: Ald. Mark Clear, Ald. Brenda Konkel, Lisa Veldran, Council staff and Sarah Edgerton, Information Technology Department staff (Webmaster)

Excused: Ald. Michael Schumacher

The meeting started at 10:40 a.m.

Discussion of Council Website Policies & Guidelines

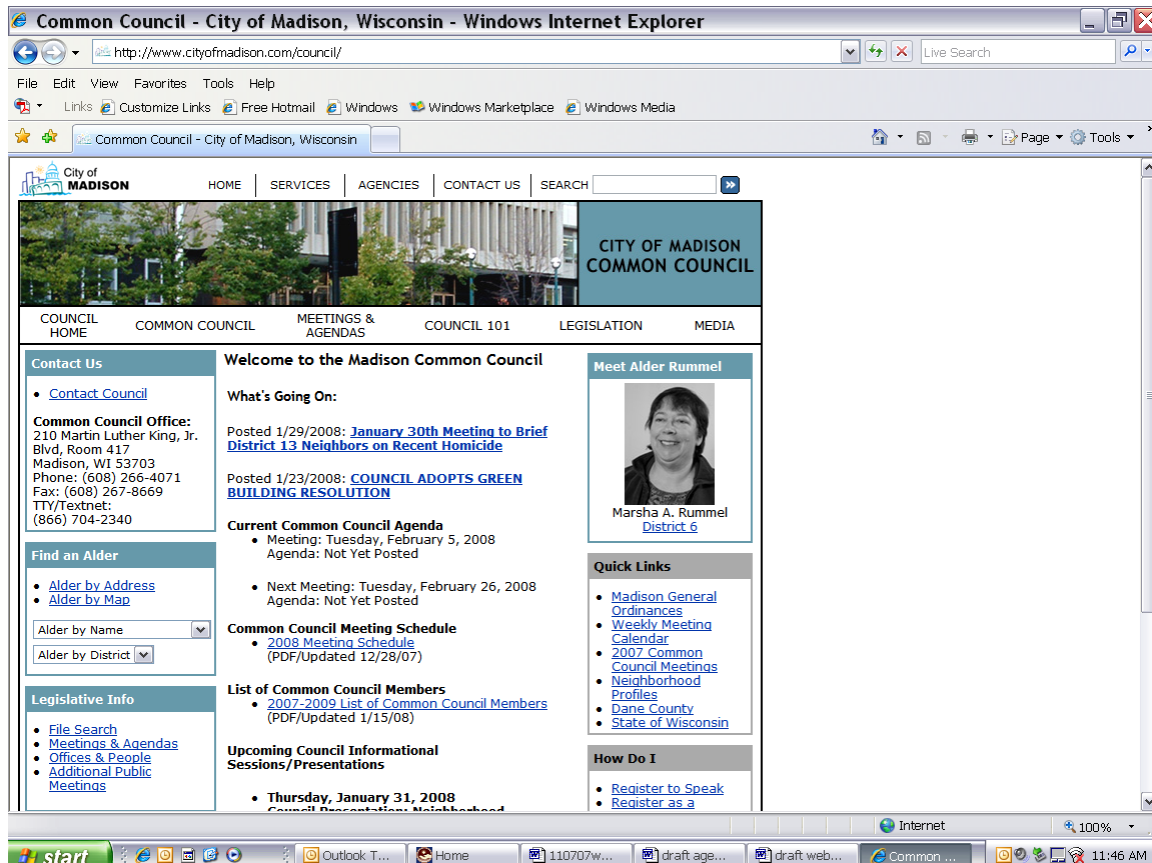
Lisa Veldran distributed a draft "Common Council Website Policies".

Sarah Edgerton stated that the Common Council website should primarily provide information to citizens. She encourages agencies to keep their websites simple so that the user has an easy time of finding pertinent information.

Ald. Mark Clear agreed that good information design is key to any website.

Sarah Edgerton noted that there were three different way to find information on the Council website:

- Main page
- Headers on top of the Main page
- Alders individual web pages



Ald. Brenda Konkel was concerned about:

- Residents finding her committee information
- Ability of residents to find agenda, attachments, how to register, etc.

Sarah Edgerton indicated that IT is working on RSS feeds when there are changes on files in Legistar (example: resolution)

Sara Edgerton talked about Contribute Software. Alders would receive content editor rights but currently there is no access to the city's network (not available with a VPN token). IT needs to create blog software in order to have alders "blog in" to change their pages.

Discussion centered on what was currently on the alder web pages and what could be edited by alders.

Currently:

HOME

BIOGRAPHY

DISTRICT NEWS

INITIATIVES

ARCHIVES

HOME

Welcoming text can be edited

DISTRICT NEWS

Consider separating into separate pages for alders to edit:

- Alder reports – new page
- Neighborhood articles – new page

Discussion then started on the use of the calendaring option. The issue centered on what constitutes a neighborhood meeting and when should/could it be posted to the city's website.

If an alder calls a meeting (without use of city resources) could it be posted on the city's website?
Can it be posted on the city's City Calendar of Events <http://www.cityofmadison.com/cityCalendar?>

Ald. Brenda Konkel questioned #7 under "Questionable Content"

7. Could it reflect negatively upon the City of Madison? Web Policies, Standards, Guidelines Version 1.7a May 20067, Web Policies 3?

Ald. Konkel wanted to know if this apply to alder press releases that reflected negatively on the Mayor.

Ald. Brenda Konkel also wanted to know if she could link from the City's website:

1. To her blog
2. To Tenant Resource Center

Next Meeting

No meeting was scheduled. Next meetings should include:

1. Discussion on policy aspects of the website – invite Roger Allen, Assistant City Attorney
 - a. Linking to blogs
 - b. Meetings issue –informal alder meetings – can these types of meetings be posted?
2. Another discussion on technical aspects of the website

Adjournment

The meeting adjourned at 11:45 a.m.