

**MINUTES OF THE
WATERTOWN CITY COUNCIL**
Workshop Meeting Tuesday, February 12, 2019

Steve Washburn
Deborah Everson
Lindsay Guetzkow
Adam Pawelk
Michael Walters

1. Call to Order and Roll Call

Mayor Steve Washburn called the Watertown City Council Workshop to order at 5:30 p.m. Tuesday, February 12, 2019 in the Council Chambers of City Hall.

Council Members present: Washburn, Michael Walters, Deborah Everson, Lindsay Guetzkow, and Adam Pawelk.

City Staff present: City Administrator Shane Fineran and Clerk/Treasurer Lynn Tschudi.

2. New Business

A. Website Update & Enhancements

City Administrator Shane Fineran stated the capital investment plan includes an update to the city's website for 2019. He said the two most important features at this point are mobile friendliness and ADA capabilities. Fineran noted the back-end would become more user friendly for staff. Fineran is hoping to receive direction from council on the new website.

Five Technology is the original designer of the website.

Everson asked if the city completes Google analytics. Fineran said the city is just beginning this process. Everson said one resident responded that they would like a better search feature within the website. Walters is in favor of making the website more mobile friendly. Guetzkow would like to see keyword searches for documents. Guetzkow would like to see more information relating to city facilities rental calendars as well as amenities of each park. Everson would like the homepage to be the face of Watertown. Washburn asked council if they would like to see an online reservation feature for the community center. Council agreed that a real time reservation software would be helpful. Pawelk asked if the entire website would be re-created. Pawelk suggested showing a city calendar for residents to view council meetings and other commission meetings.

Everson asked if the city owns the data on the website. Fineran said yes, and that will be important in the future when looking at vendors. Everson said she likes the agenda section of the website because it is very easy to read.

Walters asked what would be involved in making the website ADA compliant. Fineran said it will need to work with optical readers. The ADA compliance will be analyzed moving forward.

Guetzkow suggested having push notifications to remind residents of events in order to increase engagement.

Everson asked what the budget is for the project. Fineran said the original budget was set at \$28,000.

Pawelk asked about linking the future Mobile311 application to the website. Washburn asked council what it means to be searchable, and how much information should be returned to the resident

when searching. Washburn asked if a link to the Municode for the City of Watertown is acceptable or if council would like that changed. He expressed his concern for increased cost to accommodate all of the requests. Everson suggested changing the wording from municipal code to 'ordinances'. Council agreed that getting redirected to Municode would be acceptable.

Washburn summarized the website needs:

1. To be mobile friendly
2. ADA compliant
3. Searchable for words and text, agendas
4. Ordinances available via Municode

Council discussed various city websites and the functionalities of each. Guetzkow suggested an RFP from various vendors for website development. She would also like to see ongoing services from the vendor to keep the website current.

3. Adjournment

Workshop adjourned at 6:26pm.