

**Minutes of the  
Economic and Residential Development Committee Meeting  
Village of Williamsville, Illinois  
May 18, 2009**

Meeting was called to order at 7:04 p.m. by Chairperson Valerie Patterson.

Present: Valerie Patterson, Mike Barnett, Lisa White

The purpose of the meeting was to discuss standards and policy regarding management of the Official Village Website. The committee will define the standards and policy and make recommendations for the Village Board to consider and approve.

The committee discussed several features that are available on the website: polling, "spotlight on" feature articles, news and calendar, and village forum. Each of these features are available for use by all departments and institutions within the village. Some of these features can be used by organizations and groups in the community to market and advertise events. It is their responsibility to bring these requests to the board.

The committee recommended utilizing all of the features and made the following considerations for each feature:

**Village Forum:**

The committee determined that the Forum topics should be village board approved. Whoever brings the topic to the board for consideration should be responsible for writing the topic to be published. Once the topic is written, the board can approve it, at which point it can be published to the website.

Lisa suggested that the forum topics be assigned a retirement date, at which point they move off of the main forum page and retire to an archive, which is accessible from the forum page.

A moderator or moderators must be approved by the village board to administer and manage the forum entries. The committee will set guidelines and standards that will help the moderator determine those forum comments that are acceptable to be published. Some suggestions included no slander, no curse words, on-topic, constructive versus malicious, no politicizing. The guidelines will be published on the website.

After considering several options, it was decided to recommend Lisa White moderate the forum comments from 8-5 Monday thru Friday and to allow Carol Beal to moderate forum comments all other times: evenings, overnight, and weekends. Minimum guidelines were suggested for moderator approval of comments: once in the a.m. and once in the p.m., daily. The committee reiterated that the moderator is a volunteer position only. Tools used by the moderator to facilitate comment approval are at the cost of the moderator.

Forum topics the committee recommends for the initial site launch are: 1) Community Foundation Awareness & Description (Valerie to work on with Janice Beyers) 2) Salary Increase History and Considerations (Lisa to research and write) 3) Summer Activities for Kids (Valerie) All of the forum topics will be written up and reviewed for approval by the Village Board.

**Polling:**

This feature should be approved by the village board. The first topic recommendation is a poll surveying what types of businesses citizens would like to see in town.

**“Spotlight On”:**

This should be a feature that is left to the management of the Village Hall office staff. Valerie suggested offering this feature to the High School English AP class for a writing opportunity, much in the same vein as a school newspaper would offer. The class could utilize the feature as a means to publish articles of interest to the community. This would also serve a purpose of the tying the school and community closer together. It would be another means of driving traffic to the website and keeping it fresh. The Village could recommend topics and the students can come up with their own. Guidelines may need to be set for the students to follow. Mike questioned whether we should ask Randy about a release or disclaimer of liability. Any Village business deemed critical or more important would supercede the student articles as necessary.

**News & Calendar:**

The committee recommends that the Village Hall office staff keep up with these two features daily. Each of the features are similar to how news and events are documented in the existing village newsletter.

Lisa is to research and forward to Valerie examples of policies and procedures utilized by other websites.

Valerie is to accumulate and organize policy and standards recommendations for presentation to the Village Board. The committee will review, refine and add to these at the next committee meeting, to be held June 3<sup>rd</sup> at 5:30 p.m.

Meeting was concluded at 8:25 p.m.