

MINUTES OF THE STUDY SESSION OF THE CITY COUNCIL OF BRIGHTON
HELD ON SEPTEMBER 7, 2017 AT THE BRIGHTON CITY HALL
200 N. 1ST STREET, BRIGHTON, MICHIGAN

STUDY SESSION

The Council conducted a Study Session at 6:30 p.m. Present were Mayor Muzzin, Mayor Pro-Tem Pipoly, and Councilmembers Bohn, Pettengill, Tobbe, Gardner and Emaus. Also present were City Manager Nate Geinzer, Attorney Brad Maynes, Chief Robert Bradford, Utilities Director Tim Krugh, DPW Director Marcel Goch, Management Assistant Jessica Lienhardt, Deputy City Clerk Kelly Haataja, Communications and Community Engagement Associate Lydia Macklin-Camel, Zoning and Code Enforcement Associate Mike Caruso, and an audience of one.

CALL TO THE PUBLIC

Mayor Muzzin opened the Call to the Public at 6:31 p.m., hearing and seeing none the Call to the Public was closed.

WEBSITE REDESIGN AND UPDATE DISCUSSION

Management Assistant Lienhardt spoke about municipal websites and how they stand as a central form of external communication with residents, give a first impression, and are essential to service delivery. She spoke about the importance of updating websites to ensure the City is following best practices for community engagement, communications, and ensuring redevelopment ready status. The City of Brighton's website is accessed approximately 20,000 times per month.

Ms. Macklin-Camel spoke about the City's current site and presented an initial audit report which consisted of outdated information, broken links, unorganized content, and ADA compliance issues. She spoke about the site not being mobile friendly, the look and feel is outdated, and staff has limited flexibility to make changes. She advised Council of a proposal submitted from Muniweb, to help the City's website design committee with the update and redesign process. The City's website is currently run by Muniweb and updated in house by City Staff.

Ms. Macklin-Camel addressed the proposed project costs and updates to its current features. Examples of proposed added features included an image gallery, employee directory,

contact/questions forms, action center, and available buildings and sites directory. She explained that each department will update their content, scrub old data, and replace with new, customizable, and organized content. Ms. Macklin-Camel spoke about the proposed project timeline and mentioned public engagement, such as surveys could be helpful.

Council inquired about the Muniweb contract, analytics, human resource hours/costs, funding, and mentioned obtaining other bids for the project. Staff will do more research and bring the additional findings to Council for further discussion.

CALL TO THE PUBLIC

Mayor Muzzin opened the Call to the Public at 7:22 p.m., hearing and seeing none the Call to the Public was closed.

ADJOURNMENT

It was moved by Councilmember Tobbe and seconded by Emaus to adjourn the meeting at 7:23p.m.

Motion passed 7-0

Kelly Haataja, Deputy City Clerk

James Muzzin, Mayor