

CITY OF BELLEVIEW WORKSHOP MEETING

**BELLEVIEW CITY HALL
COMMISSION CHAMBERS**

January 28, 2004

6:00 P.M.

MAYOR STEVE BAIRSTOW
Seat 1 COMMISSIONER ABSHIER
Seat 2 COMMISSIONER MOORE
Seat 3 COMMISSIONER CHAFFIN
Seat 4 COMMISSIONER ANDERSON

PRESENT: MAYOR BAIRSTOW; COMMISSIONERS: ABSHIER, ANDERSON, CHAFFIN, MOORE; PUBLIC WORKS DIRECTOR MONROE; CHIEF STRICKLAND, CITY CLERK/ADMINISTRATOR McKAMEY; WEBSITE DEVELOPMENT TEAM

WEBSITE

Commissioner Anderson opened the workshop and then turned the meeting over to Kevin Towne, Information Technologist Coordinator. Mr. Towne introduced the website development team which consisted of Kevin Towne, Peggy DeGennaro, Angie Pittsley, Kim Holder, Penny Byrd, and Keneta Ogden and then thanked them for their help in developing the website. Mr. Towne explained that the team was comprised of one person from each department who would decide along with the department head the contents of what would be placed on the website for each department. The development team members are the ones who will be responsible for updating their department information on the website and any changes would be approved by the department heads before the information is published to the internet.

Mr. Towne stated that the website was an informational website which would provide information to the public, but without interaction from the public. The interactive website where citizens can look up their water bills on line, etc. would be the second phase of the website development.

Mr. Towne stated that the website for the City is WWW.BELLEVIEWFL.ORG and Mr. Towne explained the resolutions used for viewing websites are 800 or 1024. Currently, the City's website is set at 1024 which has a smaller view because the 800 resolution would not allow you to see the whole webpage. This is one of the decisions that the development team had to make and it was decided that they wanted the total page viewed. Mr. Towne discussed that the opening page has a legal disclaimer which had been reviewed by the City Attorney.

Mr. Towne stated that the theme of the webpage was discussed in detail by the team and after several changes, they decided to go with a theme that was very specific to the COB. The sign out front of City Hall was chosen for the theme and everyone agreed that Lake Lillian should be placed on the home page. He described that the menu was placed on the left side and would remain constant; the center is used for the information and would be updated as needed while the

right side column would be used for current events in and around the City could change every few weeks.

A.) Mr. Towne described and discussed the following:

1. Adobe Acrobat feature that is being used in the website;
2. Page counter that would enable the City to know how many people have visited the website;
3. The links that were set up for each department;
4. The COB's Mission Statement that was placed on the City Department's home page was read by Mr. Towne;
5. City Directory and the IT Department information;
6. Municipal Code Corp. which has been placed on multiple pages on the website and which opens up a separate window to make it easier to use.

Mr. Towne advised the Commission that the website team and Department Heads were open for suggestions. Commissioner Chaffin asked that area codes be placed on the City Directory page and Commissioner Anderson asked that a weather/temperature feature be added to the home page. Mr. Towne stated he would take care of those requests and introduced the next website member to discuss their department..

B.) Peggy DeGennaro, City Deputy Clerk, came forward and discussed the following:

1. Government Home Page, the information came from the Charter and has the bell tower as a water mark. This section tells the people who come to the website what type of government the COB has.
2. From the Government home page we can link to Agenda/Minutes that have been approved by the Commission; to Ordinances that have been approved since the last revisions sent to Municipal Code with a definition of Ordinances; to Resolutions that have been passed with a definition for Resolutions; and to the City's Boards which are the Planning & Zoning Board and the Citizens Advisory Board with links to the names and terms of the members.
3. The Commission Home Page details the Commission as a group and the individual members and their roles. When you link to the role section, information and the term of each elected officer comes up (a picture that will to be added).
4. The City Department Home Page shows word art chosen by each team member for their department. The City Clerk information was taken from the Charter and reviewed by the Clerk. Since the Clerk did not want her picture on the website, several of the members of the team got together and took pictures in the Clerk's office one of which is on the City Clerk's page.
5. On the Legal page, the information was obtained from the Charter as well and picture art was chosen for the legal page. The IT Coordinator thought it was appropriate to place the legal disclaimer on the legal page so that, too, was inserted on the legal page. The Attorney advised us that he did not want his name listed on the Legal Page so it was decided to put the names of the Department Heads and Attorney only in the City Directory to be consistent and for the ease when having to make changes.
6. The Community Home Page shows events that take place throughout the year and pictures will be forthcoming.

7. The History page contains the Deputy's City Clerk's project for the Florida League of City, Clerk's Institute and is an acrostic acquainting the reader with the COB's History.
8. Scheduled Events link back to the Community Home Page and the Education page list the schools that the children in Belleview attend.

Ms. DeGennaro asked if there were any questions or comments. Commissioner Chaffin stated that she would like the whole year not just the last two digits put in for the terms of the Commissioners and she felt the Department Heads should have their pictures on the website. Chief Strickland stated that the Police Pension Board should be added under Board Members. Ms. DeGennaro introduced the next website member to discuss their department.

C.) Penny Byrd, Payroll/Benefits Coordinator, came forward and discussed the following:

1. Finance Department under the City Department Home Page gives a brief explanation of how the annual budget is determined and what consist of a fiscal year. The COB's fiscal year runs from 10/1 to 09/30. Ms. Byrd stated that there is a link to view the COB's budget for the current fiscal year.
2. Human Resources under the City Department Home Page gives a brief explanation of the goals and responsibilities of the Human Resource Department. There is a link to job descriptions which explains how and when to apply for a job. The viewer can print out an application for a general employee or for the sworn police officer, but cannot complete it on line at this time (that will be phase 2 of the website development).
3. Under Other Links, Ms. Byrd described that the General Fact's link details the COB's population, roadways and highways. The Map Locator links directly to Map Quest which provides directions to the viewer;
4. The Property Appraiser and Tag Office have direct links to their websites;
5. Newspaper links directly to their website or provides a phone number as does the Local Cities, County and State Government Offices links.

D.) Kim Holder, Public Works Projects Staff Assistant, came forward and discussed the following:

1. Public Works Department under the City Department Home Page gives a general description of the PW Director with an organizational chart and a link to Customer Service Information. Under the Customer Service Information a viewer can print out the packet that is handed out when someone signs up for new water service.
2. The Water/Sewer Department gives a brief overview of the operations that pertain to the sewer plant, Well #6, water and sewer mains, fire hydrants and pump stations.
3. W&S Department has links to: Customer Information; Utility Rates which links directly to the Ordinance that shows the current W&S rates; Trouble Shooting Guide which instructs the viewer on how to check their meter before calling the City; Customer Confidence Report, this report is mailed out yearly, but will also be on the website for review; System Development Charge Rate Schedule which brings you directly to Municipal Code and what the City charges are; and the COB Water

Conservation contains information from St. John's Water Management on how to conserve water and includes the lawn watering restrictions.

4. Street Department under the City Department Home Page gives a general description of the miles of streets and drainage retention areas that are in the City. As well as, the responsibilities of the Street Department with a link to current projects that the City is working on and Solid Waste Collection Information with their schedule.
5. Parks & Recreation has an overview of each park in Bellevue and a location map and has a link back to Current Projects as well.
6. Cemetery gives a history of the cemetery and has the Interment Permits for both cemeteries as well as a link to Municipal Code for more information on cemeteries.

PWD Monroe stated that he was hoping more people will go to the website and find the information that they need. He has put on the website diagrams of the different lines: one with backflow device and one without. He has put on the website clean out information and who is responsible from which point to where. He stated he tried to make it clear and he has put on a section on how to read a meter. There are several different types and he shows both the electronic and the old manual read out meters.

7. Visitors Guide includes places of interest that are around the Bellevue area that people could be interested in.

Commissioner Chaffin asked that the Bellevue Theater be included in the list and Ms. Holder stated that the Bellevue Theater is part of the Regal Cinemas, but she would include their Bellevue address in the listing. Commissioner Anderson stated he would like to see some of the local shops included in this list and Commissioner Chaffin agreed. Commissioner Chaffin asked to have the names of the contact people for the Sports Complex activities be included and Ms. Holder stated she would do that.

E.) Keneta Ogden, Police Department Records Data Specialist, came forward and discussed the following:

1. Police Department Home Page has general information on the highways that run through Bellevue and the number of officers and civilian personnel that are employed by the COB Police Department. Ms. Ogden stated that the Police Department's Home Page has a link to the Greeting from the Chief of Police.
2. S.A.V. E. Program link has information about the program (pictures will be added); CID link gives information on the investigation division and gives the specific areas that this division focuses on; Bike Unit has a picture of the Bike Unit and gives information on the police officers who work this unit and their bikes;
3. Vacant House Watch Program has a form that can be printed out from the website and returned to the Police Department by mail or fax. The officers will do a courtesy check twice a day on the home while the owners are away.
4. When to Call 911 explains to the website user what information the telecommunication person will need when and if they call 9-1-1. This program is a Marion County program that the COB is a part of;
5. F.A.Q. link is Frequently Asksed Questions and they can also be printed from the website.

F.) Kevin Towne came forward and discussed the following for Angilia Pittsley, Land Code Specialist who was absent:

1. Building and Zoning Home Page has listed the hours and days that the Building Inspector is in City Hall and has a link to the Building Permit Fees and Application form and Contractor Registration form that can be printed from the Website;
2. Occupational License Department has information on what an Occupational License Tax is levied on and has the Home Occupational License Tax Regulations listed as well. There are links to view and print the Occupation License Fees form and the Home Occupational License Form.

Mr. Towne stated that Ms. Pittsley will be adding under the City Departments a Code Enforcement Department in the near future.

Mr. Towne stated that is the end of the website presentation. Clerk McKamey stated that she would appreciate it if the Commissioners would look through the packet to see if they could find any errors or typos because when we put the website out on the internet we want it to look as professional as possible. The team has put in a lot of hours above their regular work schedule and we want the website to reflect the effort in a professional way.

Mr. Towne stated that the City owns the domain which is Belleviewfl.org and it is hosted by Atlantic.net in Gainesville. He stated that the site is password protected and that the City has 50 e-mail addresses and has used 44 of those addresses. An example of the e-mail addresses is the person's first initial and last name and a password must be provided. You will be able to get your e-mail from anywhere in the world once the website is activated. By having our own domain it validates you as a City website user because the City owns that domain and no one else can use it.

Mayor Bairstow stated that the team did an excellent job and asked the Commissioners to take the packet home and take a critical look and offer any suggestions. He stated that if they are not controversial changes, Mr. Towne will implement them, if they are controversial, we could discuss it and vote on them. The Mayor stated he would like to see some press releases, and hold a party to demonstrate the COB's new website to the citizens some time around the middle of February.

The meeting was adjourned at 7:15 P.M.

ATTEST:

Sandi McKamey, CMC, CPM
City Clerk/Administrator