

Menasha aldermen occasionally attend meetings of this body. It is possible that a quorum of Common Council, Board of Public Works, Administration Committee, Personnel Committee may be attending this meeting; (No official action of any of those bodies will be taken).

**CITY OF MENASHA  
IT STEERING COMMITTEE  
Training Room  
Menasha Public Protection Facility  
July 21, 2010  
8:15 AM  
AGENDA**

- A. CALL TO ORDER
- B. ROLL CALL/EXCUSED ABSENCES
- C. MINUTES TO APPROVE
  - 1. [June 16, 2010](#)
- D. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THIS AGENDA.  
(five (5) minute time limit for each person)
- E. REPORT OF DEPARTMENT HEADS/STAFF/CONSULTANTS
  - 1. Committee monthly update on status of projects/operations/costs  
Presentation on "Smartboard"
- F. ACTION ITEMS
  - 1. [Committee discussion and action on creating Internal Service Fund for IT Operations and implementing cost allocation system as recommended by Common Sense Solutions](#)
  - 2. [Committee discussion and action on policy for City Departments/employees use of social networking sites such as "Facebook", "MySpace", "Twitter", etc.](#)
  - 3. [Committee discussion on who \(Mayor, Committee, Council, IT Department\) determines which outside parties can have a link to the City's website](#)
  - 4. Committee discussion and action on next IT Steering Committee Meeting Date – August 18<sup>th</sup>, third Wednesday
- G. ADJOURNMENT

"Menasha is committed to its diverse population. Our Non-English speaking population and those with disabilities are invited to contact the Menasha City Clerk at 967-3603 at least 24-hours in advance of the meeting for the City to arrange special accommodations."

**City of Menasha  
Information Technology Steering Committee  
Gegan Room  
Menasha Public Library  
Wednesday June 16, 2010  
8:15 A.M.  
Minutes**

**A. Call to Order**

Meeting called to order at 8:15 AM by CHAIRMAN Wisneski.

**B. Roll Call/Excused Absences**

Present: CHAIRMAN Wisneski, COMP Stoffel, HR Specialist Taubel (9:50), ITMgr Lacey, PC Stanke (9:35), PHA Fritz and PP Kester

Also Present: MAYOR Merkes, ALD Roush (9:10), ITSupv James and Mr. Larry Schmitz of Common Sense Solutions LLC.

**C. Minutes to Approve** – Approval of Minutes of April 21, 2010 IT Steering Committee meeting.

Motion by ITMgr Lacey, seconded by PHA Fritz to approve the minutes of the April 21, 2010 IT Steering Committee meeting as submitted. Motion carried.

**D. Public Comments on any matter of concern to this Agenda**  
(Five (5) minute time limit for each person)

ALD Roush said she had been contacted by a constituent concerning their attempt to register on line for Park and Recreation programs. They were informed that sometimes the software does not always allow for registration and they should come in to City Hall and register on site. She asked ITMgr Lacey if he was aware of this problem and he said he was not. The Parks and Recreation registration software is supplied by a company called "Safari" and is not normally supported by the City's IT Department. The Department should contact the company if there are issues with its operation to get them resolved. But at this time, the Parks and Recreation Department has not contacted the IT Department for assistance.

**E. Report of Department Heads/Staff/Consultants – Committee monthly update on status of projects/operations/costs**

ITMgr Lacey distributed the April-June report on projects/operations/costs for the IT Department. They are working on telephone issues at the swimming pool, the annual budget is on track, the email archiver needed to have a WORM tape replaced but it did not result in loss of any data, the HTE changeover from Florida to Georgia was accomplished without any problems, the department is trying to locate a City PC that has been taken over by a virus and is sending out spam on weekends and a “Smartboard” has been installed in the training room of the Police Department, purchased with grant funds from the Health Department, and I TMgr Lacey would like for the Committee to meet there next month so they can be shown how it works.

**F. ACTION ITEMS – (1) Committee discussion and action on creating Internal Service Fund for IT Operations and implementing cost allocation system as recommended by Common Sense Solutions**

ITMgr Lacey explained how he and Mr. Schmitz of Common Sense Solutions developed the charge out system to garner additional aid for the City through state aid distribution formulas. COMP Stoffel has submitted the documents to the City’s auditors for their input and approval. Mr. Schmitz explained how the charge back system will work. The entire IT Department budget will still remain intact as will the responsibility for IT Services and then be distributed to all departments based upon their percentage of use and special projects. ALD Roush raised questions on how involved City Departments are in the IT budget creation and if they have input into the process. She also wants to make sure the Common Council is still fully advised as to what will constitute the IT Department budget on an annual basis. Mr. Schmitz explained that I TMgr Lacey meets with each department prior to completing the IT Department budget request. The preliminary budget then is sent to the IT Steering Committee for additional input and review, then sent to the Mayor for his input and review and finally to the Common Council for input, review and adoption. I TMgr Lacey pointed out that the process will be the same as in past years and hoped that the IT Department budget was not going to be reviewed twice by the Council, once during his Council review and then again during the review of any department that will be utilizing IT services. After some additional discussion, it was decided to take no action at this time and include this item on the next IT Steering Committee agenda.

**ACTION ITEMS – (2)** Committee discussion and action on policy for City Departments/employees use of social networking sites such as “Facebook”, “MySpace”, “Twitter”, etc.

CHAIRMAN Wisneski expressed her satisfaction with the policy being presented and questioned where it came from. ITMgr Lacey said it was based upon the policy adopted by a state in the Eastern part of the United States and MAYOR Merkes stated he had included some additional language as well to make it better fit the direction he sees the City of Menasha moving in. The Committee was informed that there are “Facebook” pages on line for the City and the swimming pool, although neither was formally approved by anyone in the City of Menasha.

The Committee also brought up the need to specifically authorize staff to maintain a “Facebook” page, who should be trained in its use, what additional security concerns should be addressed. Mr. Schmitz warned that this tool should be used carefully and perhaps only one department should be on “Facebook” at the start so the City can gain some experience before other departments are allowed on. MAYOR Merkes has found “Facebook” to be a useful tool to put out positive information on the City. After further discussion, Committee members were advised to again review the new policy and bring back their suggested changes for the next IT Steering Committee meeting.

**ACTION ITEMS – (3)** Committee discussion on the feasibility of a unified IT Department serving all departments of the City including the Utilities

MAYOR Merkes opened the discussion telling the Committee that the Utility was looking to purchase additional hardware to help in solidifying their own IT Department and he thought there was nothing wrong with at least reviewing what is being done and could be done with a combined IT Department. Mr. Schmitz echoed that idea with comments about why would you buy two of the same pieces of equipment if one could do the job for everyone. Also this could allow for cross training and backup in IT positions that had not been available in the past.

Motion by PP Kester, seconded by CHAIRMAN Wisneski to direct staff to study the feasibility of a unified IT Department serving all departments of the City including the Utilities. Motion carried.

**ACTION ITEMS – (4)** Committee discussion and action on next IT Steering Committee meeting date – July 21<sup>st</sup>, third Wednesday

ITMgr Lacey requested that the Committee meet in the Police Department Training room for the next meeting so the newly purchased “Smartboard” could be displayed.

After discussion, by consensus of the Committee members present, the next Information Technology Steering Committee meeting will be held on Wednesday, July 21<sup>st</sup>, at 8:15 AM in the Training Room of the Menasha Police Department.

**G. ADJOURNMENT**

Motion by PP Kester, seconded by ITMgr Lacey to adjourn. Motion carried. Meeting adjourned at 10:15 AM.

Respectfully submitted,

Thomas Stoffel  
Committee Secretary

**Proposed IT Cost Allocation System for the City of Menasha  
July 5, 2010**

**At the request of the IT Steering Committee, the Information Services Department, in conjunction with Common Sense Solutions, has developed a method for allocating IT costs within the City of Menasha government back to the user departments. The method described below would reallocate all of the expenses from the Information Services Department back to the individual user departments based on one of the following criteria:**

- 1. Per user (these are the costs that can be associated with the number of users in a particular department and the level of support they require)**
- 2. Per personal computer (these are the costs that can be associated with the physical number of personal computers in a department)**
- 3. Direct costs (these are the items that are used exclusively by one department).**

**The analysis shown in Attachment A will indicate which line items from the Information Services Department budget would fall into which of the above categories. It also shows the percent participation by each department in the various cost pools and identifies those items that would have been charged directly to a particular department had this system been used in conjunction with the 2010 budget.**

**Attchment B shows the actual dollar amounts by account number that would have been used if the 2010 budget had been allocated under this system.**

**Attachment C shows the hypothetical recap of IT Services expenses by department that would have resulted by using this system in 2010.**

**By re-allocating the IT expenses, it will allow a more equitable reimbursement to the City of costs that can be recovered by the City from various sources including the State government, Federal government and grants that the City may receive from time to time. While obtaining a better rate of cost reimbursement to the City is the overall goal of this project, we also wanted to develop a system that would not create an undo administrative burden for the Information Services Department or the Finance Department. A third, and equally important objective, was to still be able to present the IT Steering Committee, the Mayor, and the City Council with a complete picture of the total cost of information technology to the City of Menasha. We believe the system described below accomplishes all of those objectives.**

**The proposed system would function in the following manner:**

- 1. The Information Services (IS) Department would continue to have the sole responsibility for acquiring all computer related hardware, software and services for the entire City of Menasha operation. It should be noted that this does include departmental uses of systems available on the Internet and from other sources-- whether there is a charge for such services or not. This is necessary to maintain the integrity and security of the City's rather extensive information technology infrastructure. The IS Department would continue to have the responsibility for managing these resources throughout the City's operations and departments.**
  
- 2. The IS Department would annually develop the budget for all computer related costs for the City of Menasha as it does now by consulting with all user departments at to their IT needs for the following year. This budget request would be supplemented with a breakdown by department of what each departments share, on a percentage basis, would be of the user related costs, the PC related costs and any direct costs to that department. All of the existing approval processes for the IT budget for the City would remain the same (submitted to the IT Steering Committee for recommendations and approval, sent to the Mayor for approval, and finally to the City Council for approval).**
  
- 3. Once the budget receives final approval from the City Council, the Finance Department would use the percentages, and direct costs, described above to make monthly journal entries to redistribute the costs accumulated for that month in the accounts of the IS Department back to the respective user departments. The budgets of the user departments would be adjusted to reflect the reallocation of these costs.**
  
- 4. "Special projects" undertaken by the IS Department for specific departments that are significant in size would be "charged out" based on the estimated cost of the project using a billing rate developed by taking all the wage related and personnel overhead costs of the IT Department and dividing by 3900 (two full time equivalent personnel). Such projects would then be approved and the dollar amount removed from the other departments "user based" costs in their budgets and placed in the designated user departments "user based "cost budget. These charges would be charged to the user department involved on a monthly basis on a "percentage of completion" basis until the project is complete.**

**Since these charges would be going to a specific department, they would be removed from the "pool" of charges that is allocated on a per user basis before the percentage allocation of the remaining "per user" charges is applied.**

**We believe that the system described above will accomplish all three stated objectives and with a minimal amount of additional administrative work.**

Proposed City of Menasha IT Cost Allocation Model  
July 5, 2010

Percent allocation/department of PC based and User based costs

<u>Department</u>	<u>PC Percentage</u>	<u>User Percentage</u>
Human Resources	2%	2%
City Clerk	4%	3%
Mayor	1%	1%
City Attorney	1%	1%
Health Department	12%	10%
Senior Center	9%	3%
Community Development	5%	5%
Park and Rec Dept.	8%	8%
Public Works	16%	14%
Police Department	31%	41%
Finance Department	7%	6%
City Assessor	1%	3%
Library	3%	3%

**Information Systems expense line items included in User based cost pool**

Salaries-10-02	Dues/Memberships/Licenses-32-01
Health Insurance-15-01	Mileage-43-01
Life Insurance-15-02	Registrations-34-02
Dental Insurance-15-03	Lodging/Meals-34-03
Retirement-15-04	Other Expenses-34-04
FICA-15-05	Liability Insurance-51-04
Vision Insurance-15-07	
Workers Comp-15-08	
Telephone-22-01	
Other Municipal Entities-25-01	
Printing-29-01	
Vehicle/Equipment Rental-29-05	
Office-30-10	
Postage-30-11	

**Information Systems expense items included in PC based cost pool**

Professional Services-21-04  
(includes Outsourcing, Optic Fiber Rental, Internet Access, and Cabling )

Annual Software Maintenance--24-04  
(only includes Barracuda Spam Blocker and HTE--remaining software maintenance agreements are charged direct to the respective user department as outlined later in this document)

Supplies--Tool & Equipment-30-15(software licenses/computer hardware)  
(in 2010, it would have included the following: Office Suite 2007, Training video for Office Suite 2007 and Emergency Replacement Equipment--the remaining items in 2010 would have been charged directly to the respective user departments as outlined later in this document)

Computer--30-12

Computer Equipment--80-01 (unless it is specialized equipment for one department--that would be typically not be usable by other departments--then it is charged directly to that department)

Office Equipment-80-04 (unless it is specialized equipment for one department that would not be usable by other departments--then it is charged directly to that department)

**Information Systems expenses that would be charged directly to a department**

Below, using the 2010 budget items, are examples of items that would be charged directly to a user department:

**Annual software maintenance costs-24-04:**

**Win Wam--Health Dept.**

**City of Neenah Tax System--Finance Dept.**

**Arc View--Finance Dept.**

**Govern--Community Development Dept.**

**Land Desktop--Public Works Dept**

**CarteGraph--Public Works Dept.**

**Safari--Park & Rec Dept.**

**MarketDrive--Assessor Dept.**

**T2 parking--Police Dept.**

**Livescan Fingerprint--Police Dept.**

**Oce Plotter--Public Works Dept.**

**Cemetery--Park & Rec Dept.**

**Supplies--Tools & Equipment-30-15 (software licenses/computer hardware)**

**Diagnostic software PWF--Public Works Dept.**

**Panasonic Toughbook--Police Dept.**

**Pentax Thermal Printer--Police Dept.**

.

Attachment B

City of Menasha IT Cost Allocation by Pool

For purposes of example, below is the allocation of the 2010 IT Department budget by "pool" ( user based, pc based, and charged direct to a user department:

<u>User based costs</u>		<u>PC based costs</u>			
<u>Acct</u>	<u>Dollar Amount</u>	<u>Acct</u>	<u>Dollar Amount</u>		
10-02	\$117,715	21-04	\$ 49,750		
15-01	10,675	24-04	29,274		
15-02	134	30-12	75		
15-03	775	30-15	21,170		
15-04	12,948	80-01	0		
15-05	9,005	80-04	<u>9,900</u>		
15-07	50		\$110,169		
15-08	295		<u>Direct Costs</u>		
22-01	2,200	<u>Department</u>	<u>Acct</u>	<u>Item</u>	<u>Amount</u>
25-01	0	Finance	24-04	Tax System	\$2,500
29-01	100	Health	24-04	Winwam	650
29-05	2,000	Comm. Dev.	24-04	Govern	4,900
30-10	75			Arc View	3,000
30-11	100	Public Works	24-04	Land Desktop	3,976
32-01	50			Carte Graph	1,000
43-01	0			OCE Plotter	2,340
34-02	4,500		30-15	PWF	1,400
34-03	2,500	Park & Rec	24-04	Safari	4,500
34-04	2,400			Cemetery	1,000
51-04	<u>1,300</u>	Police	24-04	T2 Parking	900
	\$166,822			Fingerprint	3,500
<u>Recap</u>			30-15	Tough Book PC	3,800
User Based	\$166,822			Thermal Printer	300
PC Based	110,169	Assessor	24-04	Market Drive	<u>4,500</u>
Direct Chgs	<u>38,266</u>				\$ 38,266
Total	\$315,257				

Attachment C

Hypothetical 2010 IT Services Cost by Department

<u>Department</u>	<u>UserBased Cost</u>	<u>PC Based Cost</u>	<u>Direct Cost</u>	<u>Total Cost</u>
Human Resources	\$ 3,336	\$ 2,203	\$	\$ 5,539
City Clerk	5,005	4,407		9,412
Mayor	1,668	1,102		2,770
City Attorney	1,668	1,102		2,770
Health Department	16,682	13,220	650	30,552
Senior Center	5,005	9,915		14,920
Community Development	8,341	5,508	4,900	18,749
Park & Rec	13,346	8,814	5,500	27,660
Public Works	23,355	17,628	8,716	49,699
Police	68,396	34,150	8,500	111,046
Finance	10,010	7,712	5,500	23,222
Library	5,005	3,306		8,311
City Assessor	<u>5,005</u>	<u>1,102</u>	<u>4,500</u>	<u>10,607</u>
Total IT Costs	\$ 110,169	\$ 166,822	\$ 38,266	\$ 315,257

Dear IT Steering Committee,

It is my understanding that this committee is considering the use of face book for various uses throughout the municipalities. Research shows that social media sites are powerful, cheap ways to reach people and convey messages.

The social networking site "Face book" would offer a number of benefits to the Menasha Health Department Nursing Staff. The populations that we attend to are often members of the technology savvy generation. They often use social networking sites as a primary source of communication. With that in mind, it is often difficult for a PHN to contact individuals when completing a communicable disease investigation. Often time's individuals are difficult to locate using conventional methods of communication, do not answer their phones or they screen their calls. Therefore, access to the ability to send these individuals messages through face book could greatly enhance our ability to ensure that treatment is sought.

In addition, it would be very beneficial, for the above reasons, for PHN's from MHD to have the capability to send and receive text messages on cell phones. Texting is a tool that could greatly enhance our ability to reach our target populations.

Please take this into consideration when making your decision regarding the ability of City of Menasha municipalities to access and utilize face book.

Sincerely,

Polly Anderson RN

## **1. PURPOSE**

A social networking presence has become a hallmark of vibrant and transparent communications. Social networking improves interactivity between city government and the public and it reaches populations that do not consume traditional media as frequently as others do. Therefore, it is important that the City of Menasha enhance its communications strategy using social networking.

These guidelines are established to:

- Define the role that social networking will play in the city's communication strategy and ensure consistency among departments in its use.
- Minimize security risks and impacts on IT infrastructure.
- Identify staff roles in implementation of social networking strategy.
- Ensure compliance with open records laws.

## **2. GUIDELINES**

### **2.1 IMPLEMENTATION**

Each department should have a clear communications strategy and should take the time to determine how social media fits into this strategy. Department heads should evaluate whether use of social media is appropriate. When a department decides to use social media to enhance its mission it should request approval through the Mayor's office. The Mayor's office will evaluate and approve requests for the creation of social networking sites at the department level.

Responsibilities of the IT Department will include:

- Maintain a list of social media domains, active account logins and passwords.
- Change passwords if employee is removed as administrator of the account.

Requests for usage of social networking sites should include the following checklist:

- Target audience
- Types of information department is attempting to communicate
- Goals including total number of friends, comments per month, posts per month
- Proposed responsible staff member
- Training required

### **2.2 GOALS, MONITORING, AND UPDATING**

Social networking sites are a resource to provide enhanced communications between the City of Menasha and citizens. Therefore, it is important that all sites are updated with relevant and useful information on a timely basis. Each department using social networking sites shall have specific goals regarding number of friends, monthly comments, and monthly posts. These goals shall be filed along with the original request for usage of social networking sites.

- All sites shall be updated with new posts at least twice per month.
- All sites shall be monitored on a daily basis.
- E-mail notification of site comments will be sent to the site administrator.

A monthly report of site statistics will be presented for the IT Steering Committee for review. Sites not reaching their goals have the potential to be removed.

## **2.3 ACCEPTABLE USE**

All use of social networking sites by the city of Menasha shall be consistent with applicable state, federal, and local laws, regulations, and policies including all IT security policies, records retention policies, and open records laws.

### **Separate Personal and Professional Accounts:**

Employees should be mindful of blurring their personal and professional lives when administering social media sites.

#### **Personal Use:**

Employees are allowed to have personal social networking sites which should be clearly separate from their professional duties with the City of Menasha. City staff should follow the IT usage policy regarding use of City IT resources for personal use.

#### **Professional Use:**

Employees assigned to represent the city of Menasha shall establish a City social networking identity. All City related communication through social media outlets should remain professional in nature. Employees shall not use their professional social network identity for political campaigning, to conduct private commercial transactions, or to engage in private business activities. Third party applications need approval by IT prior to implementation. Employees should be mindful that inappropriate usage of social media can be grounds for disciplinary action.

#### **Be Clear As To Identity:**

When posting or creating social media accounts that require individual identification, employees should use their actual name. When a name is not required, use department name.

#### **Terms of Service:**

Employees assigned to represent the City of Menasha should be aware of the Terms of Service (TOS) of the particular form of media. Each form of social media has its own unique TOS that regulate how users interact using that particular form of media. Any employee using a form of social media on behalf of a the City of Menasha should consult the most current TOS in order to avoid violations. If the TOS contradict City policy then the City attorney should be made aware and a decision should be made about whether use of such media is appropriate.

#### **Content of Posts and Comments:**

Employees using social media to communicate on behalf of the City of Menasha should be mindful that any statements made are on behalf of City government; therefore, employees should use discretion before posting or commenting; communications should include no form of profanity, obscenity, or copyright violations. Likewise, confidential or non-public information should not be shared.

The City reserves the right to delete submissions by the public that contain vulgar language, personal attacks of any kind, or offensive comments that target or disparage any ethnic, racial, or religious group. Further, the City also reserves the right to delete the following types of comments:

- Contain spam, advertising or include links to other sites.
- Clearly off topic, and/or disruptive.
- Advocate illegal activity.
- Promote unrelated outside services, products, or political organizations.
- Infringe on copyrights or trademarks.

## **Posts and Comments Are Public Records:**

Like e-mail, City communication via social networking Web sites is a public record. This means that both the posts of the employee administrator and any feedback by other employees or non-employees, including citizens, will become part of the public record. Because others might not be aware of the public records law, agencies should include the following statement (or some version of it) somewhere on the social networking site:

*As a local governmental entity, the City of Menasha is subject to Wisconsin statutes relating to open records. Consequently any communication via this site (whether by a city staff member or the general public) may be subject to monitoring and disclosure to third parties upon request.*

## **2.4 SECURITY**

From a security standpoint, agencies should be mindful of how to best prevent fraud or unauthorized access to either the social media site or the City's IT infrastructure. Employees should be educated about specific social media threats before they are assigned to represent the City of Menasha on social media sites

- Individual user IDs and passwords should not be duplicated across multiple sites. In this way, if one site is compromised, the attacker cannot also gain access to other sites for which the user is authorized.
- Privacy controls shall be set to defined levels to effectively protect against inadvertent disclosure of information and infection of City IT resources by unauthorized programs.

## **2.5 RECORDS MANAGEMENT AND PRESERVATION**

Communication through agency-related social media is considered a public record and will be managed as such.

- All comments or posts made to state agency account walls or pages are public, not private.
- Private messages received by account administrators should be treated as constituent e-mails and therefore, as public records.

## **3. CONCLUSION**

Social media is an effective and efficient way for agencies to communicate with and participate in the larger community. It will continue to shape and support the way the City of Menasha communicates and collaborates with constituents. Each department using social networking sites as part of their communications strategy should adopt these tools and provide their employees support and guidance to use them productively and intelligently.

## Patrick James

---

**From:** Jean Chew [jchew2366@yahoo.com]  
**Sent:** Wednesday, July 14, 2010 11:27 AM  
**To:** Patrick James  
**Subject:** menasha historical

Hi Patrick:

Haven't bothered you for a while but here I am again.

I have now set up a web page for the Menasha Historical Society. I would like to talk to someone about the possibility of adding that to the city's web pages or information sites. Can you advise me if that is you or who?

Appreciate any advice and thanks so much

Jean Chew