

EATON COUNTY BOARD OF COMMISSIONERS



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Terrance Augustine
Brandon Haskell
Jeanne Pearl-Wright

Trevor "TJ" Youngquist
Mark Mudry
Joseph C. Brehler
Brian Droscha
Jacob Toomey

Scott Hansen
Brian Lautzenheiser
Jim Mott - Chair
Frank Holmes
Barbara A. Rogers - Vice Chair

EATON COUNTY BOARD OF COMMISSIONERS/INFORMATION TECHNOLOGY & COMMUNICATION COMMITTEE

WEDNESDAY, DECEMBER 6, 2023, 4:00 P.M.

BOARD OF COMMISSIONERS' ROOM, COUNTY COURTHOUSE, CHARLOTTE

AGENDA

1. Call to Order.
2. Pledge of Allegiance.
3. Agenda Additions and Changes.
4. Approval of the November 1, 2023 Meeting Minutes.
5. Limited Public Comment.
6. Communications Director Update.
7. Technology Services Director Update.
 - MMRMA Grant Application Update
 - 2022/2023 Rollover Funds Requests
8. Miscellaneous.
9. Limited Public Comment.
10. Adjournment.

A quorum of the Board of Commissioners may be present at this meeting.



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**INFORMATION TECHNOLOGY AND COMMUNICATION
COMMITTEE MEETING**

WEDNESDAY, NOVEMBER 1, 2023

4:00 P.M.

MINUTES

MEMBERS PRESENT: Commissioners Brian Droscha, Barbara Rogers, Frank Holmes, Jacob Toomey, Brandon Haskell, Mark Mudry, and Scott Hansen

ALSO PRESENT: Commissioner Jim Mott, Diana Bosworth, Lisa Nelson, Logan Bailey, Eric Daley, Nathan Nighbert, Claudine Williams, and Connie Sobie

The November 1, 2023 regular meeting of the Information Technology and Communication Committee was called to order at 4:00 p.m. by Chairperson Droscha.

The Pledge of Allegiance was given by all.

Commissioner Toomey moved the approval of the agenda. Commissioner Haskell seconded. Motion carried unanimously.

Commissioner Rogers moved the approval of the September 6, 2023 meeting minutes. Commissioner Haskell seconded. Motion carried unanimously.

Limited Public Comment. None.

Communications Director, Logan Bailey, presented the department's monthly report. Updates were provided related to the work currently being done in the assessing and updating of communications since his start on August 28, 2023. He spoke about showcasing different departments and open positions on social media. He is anticipating that in next month or so we will unveil a new logo and look for our website.

Eaton County Clerk, Diana Bosworth, was present to provide information on a new online application, Cloud Search being requested for the Register of Deeds Office. The Cloud Search product would make it easier for citizens and title companies to search and view public land records online. Property Alert would also be included which allows citizens to sign up for automated email alerts to protect against potentially fraudulent filings in reference to real property. Commissioner Haskell moved to approve the request to the Ways and Means Committee for a budget amendment. Commissioner Mudry seconded. Motion carried unanimously.

Technology Services Director, Eric Daley, presented the department's monthly report. Director Daley reported technology at the temporary Delta Township substation has been completed. Construction of the new substation should be done in approximately 18-24 months. Antennas and boosters have been installed in the administrative wing of the courthouse to help cover deficiencies in our cellular service. An MMRMA grant was applied for to cover 50% reimbursement of the project. Other MMRMA grants applied for are: Courthouse security planning, cyber security training with KnowBe4, and a mobile network called Plum Case. All grants were for a 50% reimbursement of the project cost.

Director Daley also provided an update on the status of county aerial imagery. For the past several years we have worked with Clinton and Ingham County to update our aerial imagery every five years. However, the State of Michigan is now launching a similar program with updates every four years beginning in 2024. Costs are being looked at and discussions are being held with our partners to determine if we want to work with the state or continue with our county partnership.

Director Daley introduced Brett Mulvaney and Eric Burke from the department. Both gave an update to the Committee regarding the Michigan Cyber Security Summit they both attended.

Limited Public Comment. None.

Chairperson Droscha adjourned the meeting at 5:03 p.m.

The next regularly scheduled meeting of the Information Technology & Communication Committee will be held on Wednesday, December 6, 2023 at 4:00 p.m., in the Board of Commissioner Room of the Courthouse located at 1045 Independence Blvd, Charlotte, MI 48813.

Brian Droscha, Chairperson



**EATON COUNTY
CONTROLLER'S OFFICE**

Connie L. Sobie
Controller/Administrator

Melissa L. Ballard
Finance Director

Claudine Williams
Director of Intergovernmental
Affairs and Development

Ben Dawson
Human Resources Director

Logan Bailey
Communications Director

DATE: December 6, 2023

TO: Information Technology & Communications Committee

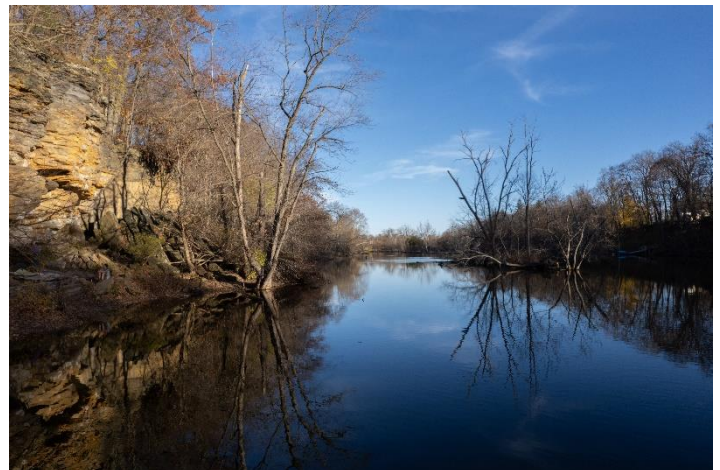
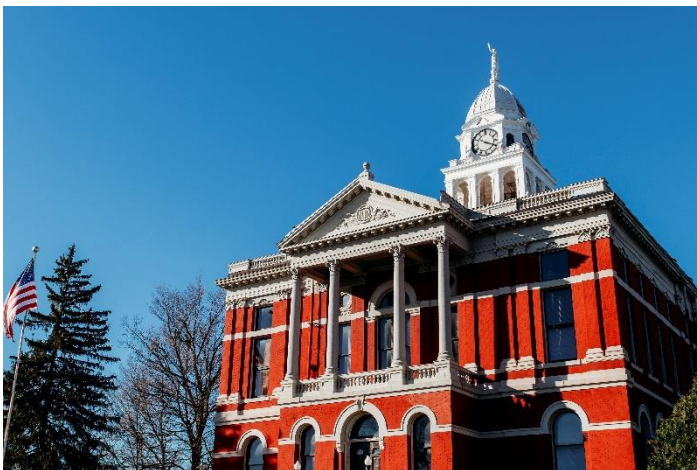
FROM: Communications Director

SUBJECT: December 2023 Communications Report

DESIGN AND MESSAGING

Updated branding and messaging are not available to share today, though we are close. We have been reviewing new logos and seal drafts and are excited to finalize them. We also have been reviewing different banner heads, color options, and fonts and have acquired new photo assets from across the county that are now available for use. You will start seeing these placed on social media, the website, and other platforms as we transition into showcasing elements of the County in all communications. At the December 20th full Board meeting, the same photographer will be in the building to take individual headshots of each Commissioner. Please try to arrive between 6:00 PM and 7:00 PM. If you cannot make it, please reach out to me so I can schedule reshoots into early next year.

Part of the communications plan is to form an internal workgroup to learn about internal stakeholders' views on the county's identity and communications. We held our first meeting in November where we discussed the county's communication goals, general identity, and strategies. This group will grow and be instrumental in reviewing communications initiatives, solidifying messaging to external and internal groups, and serving as a soundboard for new ideas and information to share in newsletters and updates across active platforms.



As you saw in your inboxes on December 1st, our newsletter has been revamped. Starting in 2024, we plan to launch a second newsletter, allowing for the segmentation of our audiences into



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internal and external. Some of the content will inevitably be shared across both newsletters. Still, this segmentation allows us to speak more precisely and directly to individual groups, making this a more valuable platform to share pertinent information with specific stakeholders. Our Newsletter will also have department spotlights moving forward, with ECGIS featured in December.

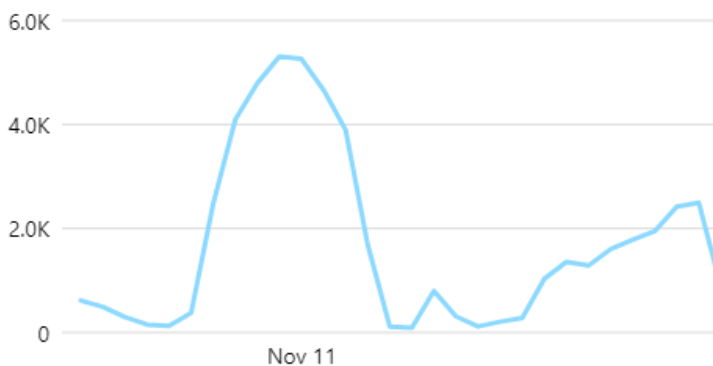
WEB ANALYTICS

Social Media

We have continued to see substantial growth in reach on Facebook. Our strategy of repeated messaging and simplified branding has continued to pay off. The sustained increase in reach, specifically on Facebook, is buoyed by the recent advertising on open positions. These ads pulled individuals to NeoGov as well as our general page, resulting in more followers as individuals engaged with our content. Content showcasing elements of Eaton County's services (early voting dates and processes, Strategic Planning on Substance Use/Misuse, Veteran's Services, and GIS) were among the more popular posts for organic reach. Shared content from partner and department pages, specifically Parks and the Sheriff's Office, was also popular.

Facebook reach ⓘ

24,864 ↑ 122.3%



The mid-November spike in Facebook reach was partly due to the ads promoting positions and the subsequent increase in new followers interacting with our content. Instagram saw a slight increase in followers and reach, primarily due to paired content on Instagram Reels/Stories through Meta Business Suite.

Instagram reach ⓘ

227 ↑ 65.7%



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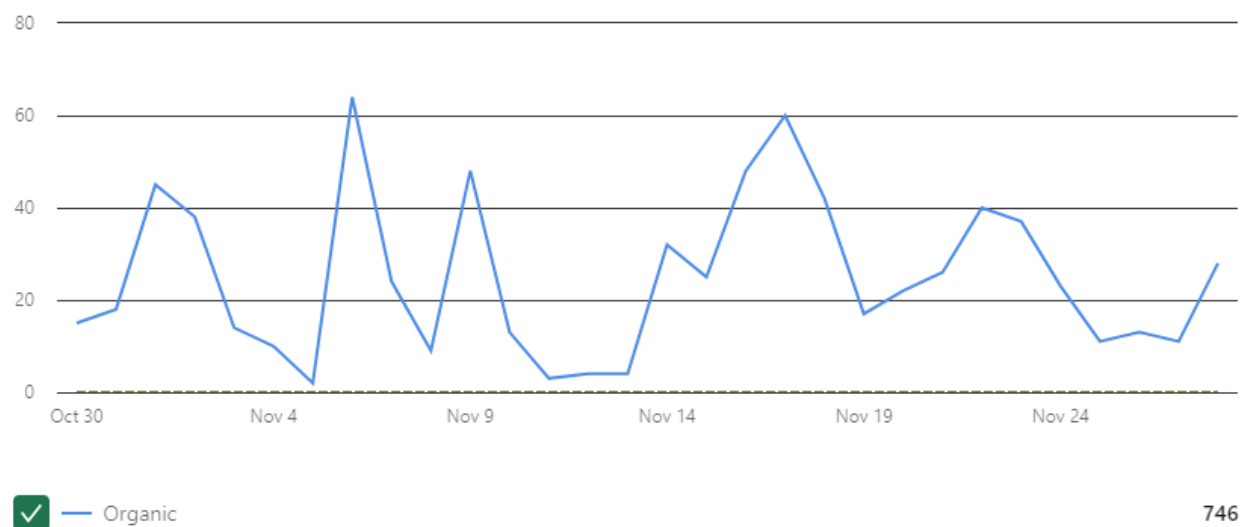


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Instagram saw the same benefits from the advertisements and the pairing of multiple content from Facebook. We also saw increased interaction from shared posts from department and partner pages, like Parks and the Health Department. Townships and other municipality sites have also shown increased sharing and interaction with our content, helping drive our reach to their followers.

LinkedIn has had the same slower growth, essentially plateauing in reach, but it is not a current priority on our active social media platforms. We saw close to 750 organic impressions from our postings over the month.

LinkedIn Organic Impressions- Oct 30 – Nov 30



We continue to see a steady increase in subscribers on YouTube as well, with a modest growth from 18 subscribers to 32. This is due to new followers finding old posts of live streams again and our increase in followers discovering we are live streaming from the social posts.

We have kicked off our website revamp with Civic Plus on December 1st. The process began with the communications asset audit, continuous review of benchmarking via Google Analytics to determine immediate changes that can be made that are ADA compliant, and finally a design process through Civic Plus as part of our contract with them to see what new elements and data we can use to update. The goal is to maximize readability and accessibility without hiding or limiting what can be immediately found. This will be a months-long process.

MEDIA

We released two press releases in November, both resulting in some media coverage. The first was on the launch of the Strategic Planning Process on Substance Use and Misuse following the full Board meeting in November, where we directed folks to the new landing page, inviting them to get involved in the process, sharing their stories, and attend the December 8th Kick-Off meeting. Amy Dolinky from the Michigan Association of Counties and I were interviewed. I want to thank her for her wealth of knowledge and willingness to champion Eaton County. I also



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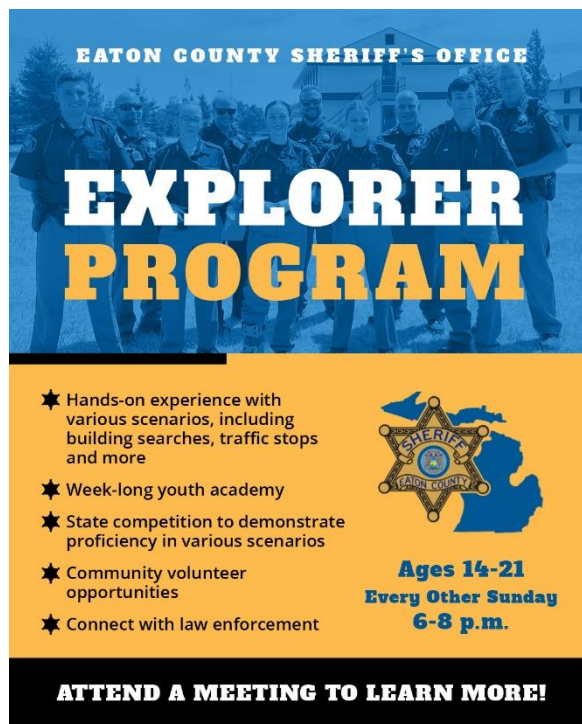
want to thank Milea Burgstahler and Kaylynne Miesen from the Barry-Eaton District Health Department for being ready and willing to jump into the promotion of this process.

We also did a press release on the Sheriff's Office hiring. I want to give a shout-out to Chief Deputy Sidel and Captain Kuhlman for working with me on the release and being available for comment. If you have an idea or want a press promotion around something specific the County offers, or the Board has done, please do not hesitate to reach out.

ADVERTISING

We ran three separate ads throughout November and early December, including ads promoting general follower requests to residents that yielded 588 new followers, our NeoGov site and job openings which yielded over 2,400 site visits, and a position-specific ad promoting the Cadet Sponsorship Program that the Sheriff's Office is offering, which yielded 16 applicants and a lot of engagement via shares and comments. We also developed marketing for the Sheriff's Office Explorer Program, including physical flyers, posters, and social media content for the Sheriff's Office, with additional advertising copy to use in the future (examples of this content are shown below). We chose demographics targeting a wide range of ages and a geographic area encompassing five counties throughout Central Michigan. This specific audience proved to be a lucrative base for interactions, and we will continue to develop geographic targets for future ads using this baseline.

Future advertisements promoting positions for the Youth Facility are currently being developed.



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ITCC Committee Rollover Fund Request
December 06, 2023

1. Rollover projects
 - a. Scheduled projects not completed during the 22/23 fiscal year.
 - i. Computer Fund (Old Project)
 1. Facilities Management Solution
 2. Sheriff's Department Finger printer reader
 3. Public Safey Application
 4. Youth Time Clock Replacement
 - ii. Professional Services Fund
 1. Redundant Internet
 2. Wireless VLAN Assignment Review
 3. Wireless VLAN Assessments
 4. Firewall Firmware Updates
 5. Annual vSphere Hosting Updates
 6. SEIM Loading and Monitoring
 7. O365 Licenses
 - b. Computer Fund (New Projects)
 1. Backup Storage
 2. Civic Rec

CIVICCLERK[®]

Agenda and Meeting Management Software
for Local Government

4,000+

Local Governments

75,000+

Users

250+ Million

Impacted



CivicPlus® was founded over 20 years ago to help local governments achieve more with less.



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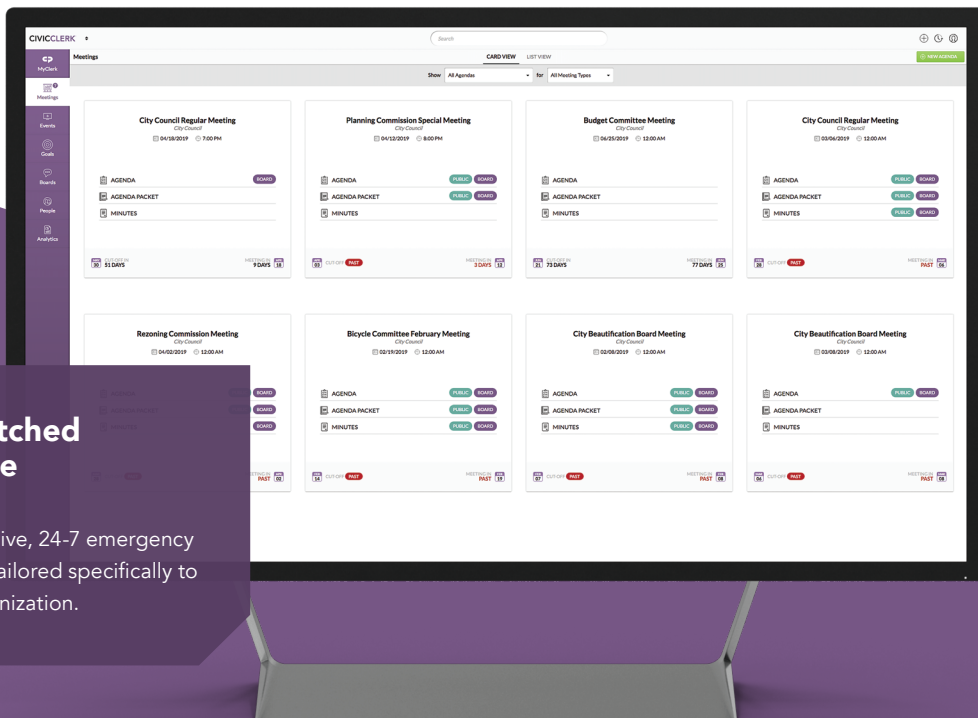
Legislative automation without sacrificing control.
Designed for clerks inspired by a sense of community
and driven to serve.



Agenda and Meeting Management Software for Local Government

CivicClerk is the fastest, most intuitive way to streamline the entire agenda management process—from creating agenda items to managing live meetings and creating post-meeting follow-up tasks. It provides time-saving automation, while allowing clerks to balance such convenience with manual controls and overrides. Internal collaboration with CivicClerk is easy with customized workflows, version tracking, and built-in communication tools.

CivicClerk was designed to offer configuration flexibility so the system can be scaled from the simplest agenda process to the most complex. Built-in integrations and a full suite of APIs make integrating with other internal applications easy. CivicClerk's user-defined roadmap ensures that the product will continue to grow and adapt as transparency requirements and compliance expectations change.



Why CivicClerk?

CivicClerk has the experience and expertise to help any administration, whether in a community of one thousand or one million, to transform the entire meeting management process. We know an agenda management system can't be a one size fits all solution. Our implementation consultants will work with your staff to apply best practices to ensure that your CivicClerk solution is tailored and optimized for the needs of your administration. As your organization grows or processes and requirements change, administrators have full access to make configuration changes as needed so your solution doesn't have to remain stagnant.

Truly intuitive software shouldn't require weeks of training or complex manuals to operate. Our CivicClerk training process is designed to get your staff comfortable navigating the system and understanding how the software fits with your specific agenda management process. A typical standard user staff training session takes less than an hour and can be attended virtually or on-site, depending on your preference. After training, your users are empowered by in-application support tools, a full online help center, as well as phone, email, and live chat support with members of the dedicated, award-winning CivicClerk® Technical Support team.

Part of the Integrated CivicPlus® Platform

Our powerful CivicPlus Platform is the foundation on which all our CivicPlus solutions are built, allowing them to work seamlessly and securely, leveraging existing data and reducing information silos so your administrative staff can collaborate efficiently.

As a part of the CivicPlus Platform, administrators can take advantage of authentication using our identity provider integrations to provide a single sign-on experience for internal users. The entire system is cloud-based, eliminating the need for internal application management. CivicClerk is hosted in Microsoft's Azure cloud service, providing a stable multi-user environment while ensuring high availability and uptime.

Automate Agenda Collaboration and Distribution

Flexible, Customized Templates

Your CivicClerk templates are designed and configured to reflect your community. Customized templates provide consistency and clarity to agendas, packets, staff reports, legislation, and minutes.

Convenient, Anytime Agenda Modifications

Changes to the agenda can be made at any time by administrators without affecting global configurations or settings. Drag and drop reordering allows you to move items and automatically rennumbers everything on the agenda. One touch copy and move functions allow you to duplicate or move agenda items from meeting to meeting, eliminating the need for duplicate data entry.

Efficiently Manage Agenda Packets of Any Size

CivicClerk compiles your items and all the legislation, memorandums, or supporting documentation into a bookmarked PDF packet quickly and easily, no matter the size of the packet. Create multiple packet versions instantly to include or exclude certain attachments for your different internal and external users. Last-minute changes to the agenda or packet can be made and published with minimal effort. Administrators choose what is published to the public, internal users, and elected or appointed officials and when the information goes out. Automated email notifications can be enabled so all users, both internal and external, know when the meeting documents are published or amended.

The screenshot displays the CivicClerk web application interface. The top navigation bar includes the CivicClerk logo, a search bar, and user profile icons. The left sidebar contains navigation links for MyClerk, Meetings, Events, Goals, Boards, People, and Analytics. The main content area is titled "May 01, 2019 Regular Public Meeting" and includes a "VIEW: AGENDA" dropdown and a "CREATE" button. The agenda items are listed in a table with columns for item number, description, and a progress indicator (a circle with a percentage). The items are categorized under "1. Roll Call", "2. Call to Order", "3. Consent Items", and "4. Public Safety". The right sidebar shows meeting details, including the date and time (05/01/2019 7:00 PM), the type of meeting (Special Board Meeting), the agenda template (City Council - COW 2), and the creator information (SYSTEM ADMIN, 03/23/2019 11:08 PM).

Item Number	Description	Progress
1. Roll Call		
2. Call to Order		
3. Consent Items		
1.	Consideration to award a purchase contract to the most responsive and responsible bidder Safetylane Equipment Corporation of Bloomington, IN for a Four Post Drive-On Heavy Duty Vehicle Lift in the amount of \$48,960 from the Capital Replacement account. Consideration to award a purchase contract to the most responsive and responsible bidder Safetylane Equipment Corporation of Bloomington, IN for a Four Post Drive-On Heavy Duty Vehicle Lift in the amount of \$48,960 from the Capital Replacement account.	1869 0%
2.	Review proposals for deer population management.	1600 33%
3.	In consideration for purchase of ESRI enhancement for GIS system.	2844 33%
4.	Consider approval of the minutes of the Town Council meeting held on May 1, 2019.	10214 0%
4. Public Safety		
1.	Adopting Ordinance Flood Map System.	3294 0%
2.	Discussion for new development in the city limits.	1944 33%

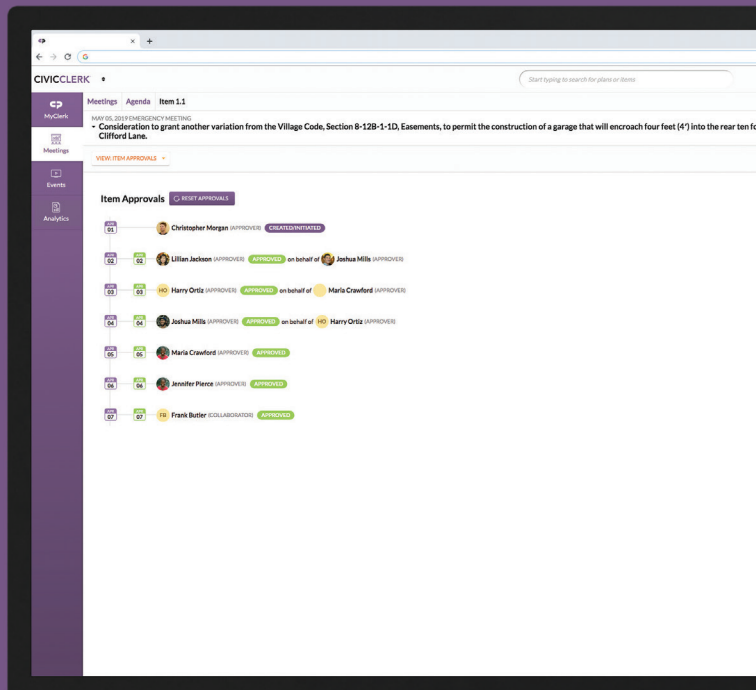
Create Agenda Items in Seconds

CivicClerk's easy-to-use item entry allows staff members to enter agenda items, upload attachments, and send through workflow with a few clicks. Configurable field types and our embedded text editor ensure that you are capturing all of the information needed for CivicClerk to generate staff reports, legislation, minutes, and other documents. Automated PDF file conversion and built-in integrations with Microsoft's OneDrive and Google Drive simplify the inclusion of supporting documentation and attachments.



Automate Your Approvals Process

The workflow engine in CivicClerk streamlines the routing of your agenda items, automates notifications, and gives full transparency to collaborators as it passes through the approval process. As changes are made to an item, revisions and changes are tracked and visible within the item fields and on the item timeline. In-app messaging and task assignments keep everyone in the loop and agenda prep moving forward.



Live Meeting Manager: Run the Meeting, Don't Let the Meeting Run You

Automated Minutes Setup

CivicClerk's fully integrated Live Meeting Manager will automatically migrate all your agenda content. No manual pre-meeting minutes setup or agenda import is required. Move from the meeting agenda to the Live Meeting Manager module with a single click.

Keep Up with the Meeting Action

Meetings move fast. Live Meeting Manager's cloud-based platform allows you to move quickly through your agenda items, recording official actions and discussion, without having to wait for the system to catch up. The clean, intuitive interface gives single screen access to all your meeting controls. One-click control allows you to update your in-chamber display screens, set your video bookmarks, and queue items in the Board Portal for your elected and appointed officials.



Speaker Manager

Speakers can be added to the discussion at any time during the live meeting, while the built-in speaker timer helps keep meetings running efficiently.

Automatic Video Bookmarking

Automatically timestamp agenda items to their corresponding discussion in the meeting video so those watching the recording can quickly access topics of interest.

Display Pages

Keep meeting participants informed and engaged by displaying the current item, speaker, or vote results automatically to the constituents attending the meeting.

Document Critical Moments of Engagement

Quickly record comments and discussion, roll call, motions and votes, and speakers.



Flexible Voting

Minutes takers can record motions and votes instantly in Live Meeting Manager or initiate electronic voting when desired. Motions and votes can be applied to individual agenda items or multiple agenda items as a group.

Enable Elected and Appointed Officials to Stay Informed and Organized with Board Portal

Flexible Access

Your officials can choose how to access meeting content—helping them work better, faster. Efficiently deliver packets of any size by paper, email, Dropbox, OneDrive, Google Drive, or post to the Board Portal. CivicClerk is optimized for all devices including desktops, laptops, tablets, and smartphones. No separate application required.

A Personal Meeting Repository

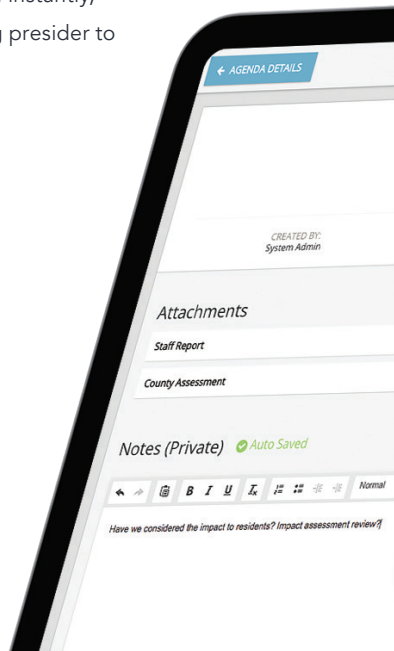
Give officials a personal, secure location to review and take notes on all meeting content including agendas, supporting documents, minutes, and media.

Interactive Meeting Tool

During live meetings, the Board Portal integrates with Live Meeting Manager to allow officials to refer to their review notes and annotations, capture notes within a dedicated field, receive visual cues as the agenda progresses from item to item, see speaker information instantly, and enter electronic votes. Chair View can also be enabled allowing the meeting presider to call speakers and advance agenda items.

Find What You Need—Faster

CivicClerk automatically indexes published meeting content with Board Portal search functionality, so it is easy for officials to find information quickly. Our full-text search tool empowers officials to locate past items, attachments, minutes, and agendas by searching a keyword, date range, and more. An item summary view allows officials to see the motions, votes, and any comment or discussion on the item that was recorded in the meeting minutes in an intuitive display, preventing a manual search through full minutes documents.



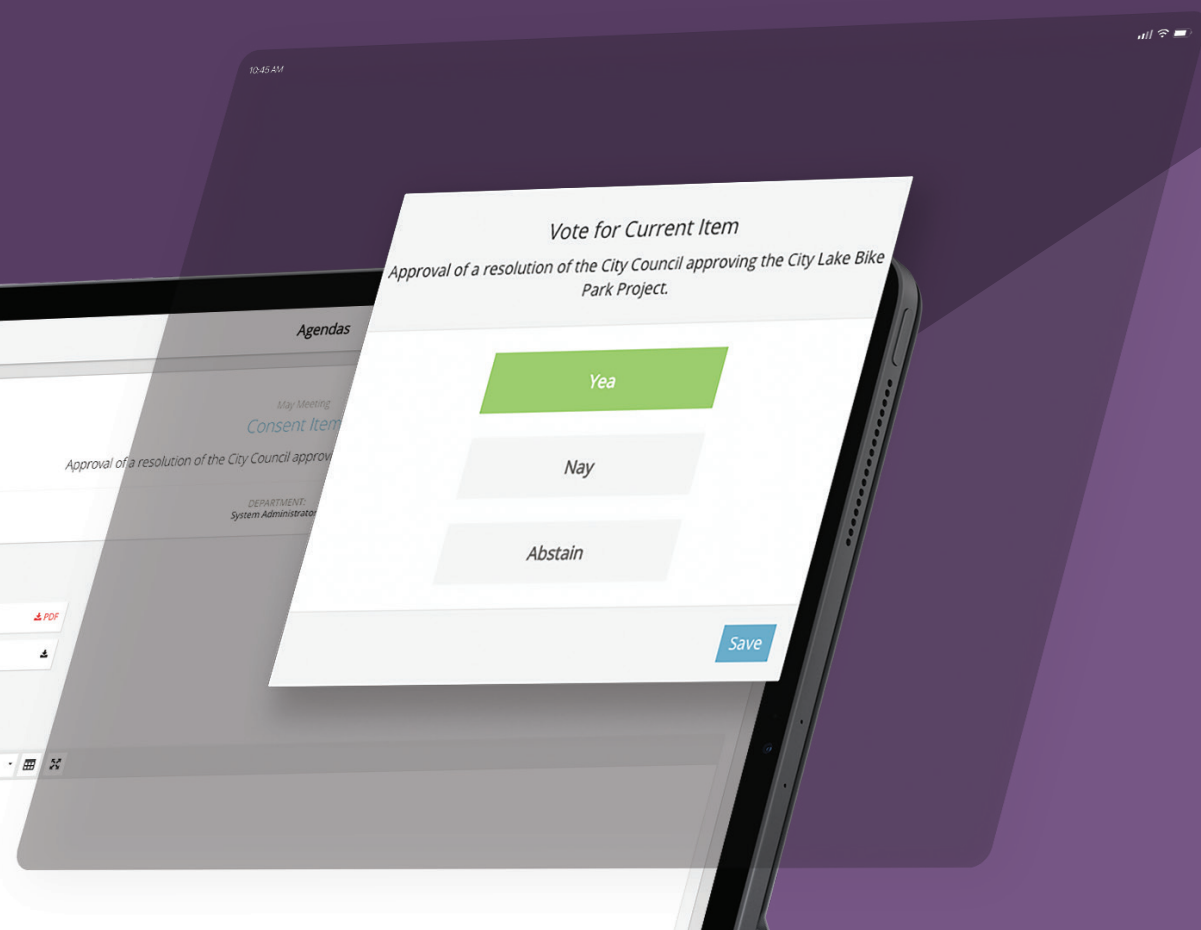
Meet Transparency Requirements and Ensure Access to Essential Information with Citizen Portal

Content Accessibility

It's not enough to be transparent by publishing your agendas and other meeting documents online. Your meeting content must be accessible to all members of the public. CivicClerk has a dedicated accessibility portal that gives members of the public full access to your meeting content. Closed captioning is also available with our CP Media service for live streaming and on-demand video.

Content Transparency

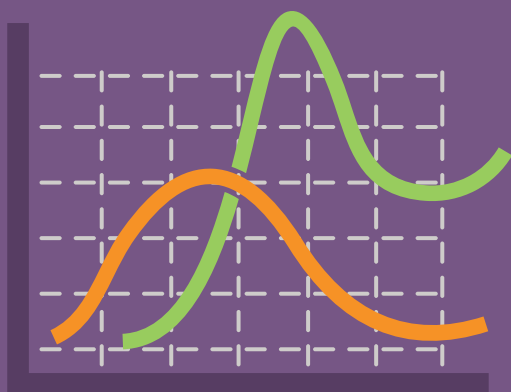
Build public trust with access to fully searchable meeting content including legislative decisions and public meeting videos. Meet municipal transparency requirements while keeping citizens engaged and informed.





Ad Hoc Reporting

The Analytics module makes nearly every data field in the system filterable. Build, save, and export custom and ad hoc reports to ensure you can access the insights you need to inform your decision-making and make a difference in your community.



Additional Integrated Modules

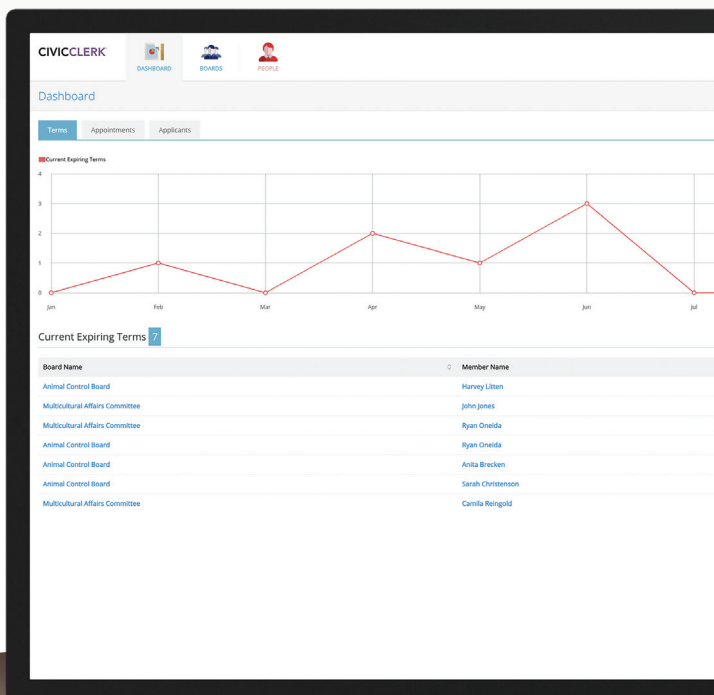


CP Media: Live Streaming and On-Demand Video

Increase citizen engagement and participation by sharing high-definition live video feeds of your meetings directly from CivicClerk and CP Media. Stream live proceedings and seamlessly integrate all video content directly into your meeting agendas. Videos feature clear bookmarking and navigation so viewers can quickly find discussions of interest. Videos can be viewed from any device with no software or application downloads necessary. Integrated closed captioning services are available. Additional fees apply.

Boards and Committees

The CivicClerk Boards and Committees Module tracks vacancies, applications, and appointments. Interactive dashboards give you access to your Boards and Committees information. Manage rosters and generate communications using customized templates. Store system-generated communications and other important documentation at the board or individual member level. Track training and other internal requirements. Additional fees apply.





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It's time to move your meetings forward. Ditch the stacks of paper that accumulate with every meeting and forget endless hours of copying, bookmarking, distributing and amending meeting agendas.



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