

COMMITTEE ON CITIZEN ENGAGEMENT MINUTES

February 21, 2017

After determining that a quorum was present, the Committee on Citizen Engagement convened in a meeting on February 21, 2017 at 10:38 a.m. in the City Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Mayor Pro Tem Kevin Roden, Council Member Dalton Gregory, and Council Member Keely Briggs.

A. Consider approval of the minutes from March 3, 2016 and November 1, 2016

Council Member Gregory motioned, Council Member Briggs seconded to approve the minutes. The minutes were approved.

B. Receive a report and hold a discussion regarding Open Data initiatives.

Melissa Kraft, Chief Technology Officer gave presentation on the performance management dashboard. Since August of 2016, 87 new datasets have been added for a total of 157 current datasets.

Kraft announced that the Open Data initiative is having its first event on Open Data Day, February 4th with the Denton Bedouins. This event will help analyze the current datasets and determine the validity of the datasets. Kraft plans to use this information to improve the dashboards for each Key Performance Area.

C. Receive a report and hold a discussion regarding the City's website, www.cityofdenton.com

Alison Ream, Administrative Services Manager, gave a presentation on the City's website. Since the website launched on December 21, 2016, staff has received feedback to improve font, forms, and readability; create a central location for maps, and add a staff directory.

Ream is currently working with Imaginuity to add the staff directory and update department specific content. Ream is also working on a monthly reporting tool to address what users are searching for based on analytics. Bryan Langley, Deputy City Manager, stated that one of the biggest challenges will be to constantly review and update the content to prevent the same issues that the City experienced with the old website.

Ream discussed the requests that had been received from the central "report an issue" page on the website and mentioned that staff is working on a more robust Customer Relationship Management (CRM) system for the Council's budget consideration.

Council Member Briggs asked about options to keep Council Members abreast of issues that have been submitted in their district. Briggs also asked if the information about the new internal auditor could be added to the website.

D. Management Report.

- i. State of the City Event – March 30
- ii. Annual Citizen Update – Will go out in the March document
- iii. Wireless Communication Device Ordinance Communications Plan. – Working with PD on update for the texting ban.

E. Set future meeting dates and topics

The Committee asked for a future discussion voters engagement initiatives.

With no further business, the meeting was adjourned at 11:47 a.m.