



CITIZEN INNOVATION AND TECHNOLOGY PANEL

Quality Services for a Quality Community

MINUTES

February 15, 2017
7:00 p.m.
Courtroom 1
East Lansing 54B District Court
101 Linden St.

MEMBERS

Margy Barile
East Lansing

Dennis Bond
East Lansing

Doug Couto
East Lansing

Lauren Douglass
East Lansing

Jonathan Irvin
East Lansing

Thasin Sardar
East Lansing

Bruce Edwards
East Lansing

City Council Liaison
Erik Altmann

Staff Liaison
Thomas Crane

City of East Lansing
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1. CALL TO ORDER

a. OPENING

Couto called the meeting to order at 7:01 p.m.

b. ROLL CALL

At the taking of the roll, all panel members were present except Barile and Bond.

c. APPROVAL OF AGENDA FOR FEBRUARY 15, 2017

Sardar moved to approve the agenda, Edwards seconded, agenda approved.

d. APPROVAL OF MINUTES FOR JANUARY 18, 2017

Minutes were approved.

2. COMMUNICATIONS

None received. There were some students from Michigan State University in attendance.

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3. OLD BUSINESS

a. WEBSITE UPDATE

Crane updated the panel on the opportunity for a free website update and an accompanying city app. Crane also discussed how the app will link to current website modules and other links. Crane also discussed the opportunity to include a more mobile design for the website. Crane also discussed that the City of East Lansing will be considering the use of Parks and Recreation module on the city's website. Irvin mentioned having a more prominent link to the Parks and Recreation and links that are adjusted based on the season or demographics.

Irvin mentioned his concerns and vision regarding the increased use of social media integration with the city's website. Irvin discussed the connection from social media to community engagement. Crane discussed his finding from the website analytics. Matthews discussed the concept of engagement with Michigan State University. Irvin expressed his optimism with the newly created East Lansing Police department's social media initiative.

Matthews asked about the raw data and his willingness to examine that data.

b. SURVEY QUESTION

Crane stated that the city manager agreed to include the technology based survey question. Crane mentioned that he would share the question with other employees at the City of East Lansing to garner feedback.

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4. NEW BUSINESS

a. POLLING SOFTWARE

Crane discussed the options available for polling and how it can connect with social media and the city's newsletter.

b. Community Activity

Couto discussed the idea of community activity and the prospects of having a tech-a-thon.

5. COMMITTEE OF THE WHOLE AND ACTION ITEMS

Douglass spoke about Robot Week at the East Lansing Public Library. Suggestions were made to have the panel facilitate the event to increase the panel's exposure to the public. Couto suggested some of the benefits of having a future panel meeting at the East Lansing Public Library.

a. Panel Deliverables

1. Douglass will provide more information about Robot Week and information about scheduling space for the April 19, 2017 meeting.
2. Sardar stated that he would prioritize ideas and identify which ideas are feasible.
3. Irvin stated that he would champion more engagement via social media and streaming video.
4. Matthews will investigate opportunities with Michigan State University and setup appointments.

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6. REPORT BY COMMITTEE OF THE WHOLE AND ACTION ITEMS

Couto suggested the idea of cancelling some of the summer meetings in July and August 2017. Irvin stressed that activity needs to continue during the summer months in lieu of monthly meetings. Couto asked the public for any input or feedback before adjourning the meeting.

7. ADJOURNMENT

Matthews moved to adjourn the meeting. Irvin seconded. Meeting adjourned at 9:01 p.m.