

**Roeland Park City Council
Administrative Committee
Agenda
October 26, 2009**

1. Old Business
 - a. Chapter 16, Article 5 – Sign Ordinance
 - b. Eminent Domain Discussion
 - c. City Administrator Review -
 - i. Evaluation Form –Final Draft
 - ii. Evaluation Timeline
2. New Business:
 - a. Spotlight on businesses (ie Website Content discussion) October 2009
 - b. Holiday Schedule (attached)
3. Other Matters:
4. Future Meeting Discussion:
 - a. Percent for Art - (at Arts Committee for review) – November 2009
 - b. 27D Ballot Language discussion
5. Adjourn

2009

Timeline for City Administrators' Performance Evaluation

10/26 – 11/16	Governing Body will complete the Evaluation and submit to Admin Committee
11/16 – 11/29	Admin Committee will compile the evaluations and prepare tabulations.
11/30	Evaluation will be presented to Mr. Carter and the Governing Body
12/7	Governing Body will appoint salary negotiation committee and hold Executive Session
12/8 – 12/30	Salary negotiation committee will discuss salary terms with Mr. Carter

Website Discussion:

Content of the website has come into question several times over that last two years. As part of the city upgrade, the website should also be upgraded to allow for online payment, service requests, access to public records. I would like to begin the process now by evaluating our current site. I would like to create a citizen committee of no more than 10 people to work with me in determining what the citizens needs are for our website. The committee would review the web sites effectiveness for both quantitative and qualitative data. We will look at the audience, customer satisfaction, usability of the site, traffic on the site and review of the links.

To begin with the following items must be included with the website upgrade:

- **ADA Compatible – Section 508 compliant**
- Search Engines
- Internet/Website Policy – set a policy on what content, links, etc are allowed/not allowed.

Items that I would like to see added

- Social Media / Mobile Media – accessible webpage by PDA/I-phones, etc.

What is Social Media?

Social media are primarily Internet- and mobile-based tools for sharing and discussing information among people. The interaction among members, along with community generated content, is what is commonly referred to as web 2.0. Government use of social media is increasingly referred to as **gov 2.0**. The emergence of social media platforms, technologies, integration and portals is referred to as new media.

Social media venues:

1. Twitter – to deliver RSS feeds, alerts and customer service
2. Facebook – to provide a consolidated news stream, photos, videos and demographic insight. Also an extraordinary venue for economical and targeted advertising
3. YouTube – exclusively for delivering video documentaries and public service announcements (PSAs). Also a great venue for advertising with excellent analytical insights for demographics

Social networking by the numbers

Users with household income above \$75,000

Facebook -- 41.74 percent
MySpace -- 32.38 percent
LinkedIn -- 58.35 percent
Twitter -- 43.34 percent

Users with household income under \$50,000

Facebook -- 28.42 percent
MySpace -- 37.13 percent

LinkedIn -- 17.34 percent
Twitter -- 28.36 percent

Female users

Facebook -- 56.33 percent
MySpace -- 56.69 percent
LinkedIn -- 48.11percent
Twitter -- 53.59 percent

Source: The Nielsen Co.

Users aged 18 to 24

Facebook -- 10.27 percent
MySpace -- 15.46 percent
LinkedIn -- 3.99 percent
Twitter -- 9.51percent

Users aged 35 to 49

Facebook -- 31.54 percent
MySpace -- 29.09 percent
LinkedIn -- 43.64 percent
Twitter -- 34.02 percent

Mootz, Debra L.

Subject: FW: spotlight on businesses

I just wanted to bring your attention to something that the city of Mission does:

<http://www.missioncvb.org/spotlight/index.html>

I just saw it this morning when I was looking up a business and thought it was wonderful. Not only did it give me information on the business I was interested in (hours, location), it also told me about the proprietor and the store's history and gave me an immediate emotional connection with it. It made me want to shop there.

Obviously, RP doesn't have the mom and pop shops that Mission does (although we have some, including licensed home enterprises like tailors and hair salons), but we do have some great businesses and it would be informative, for instance, to hear what local programs they might support or any features they offer that people might not necessarily know about. It's a great way to support both our local businesses and our RP consumers. Just thought I'd put that bee in your bonnet.

Mootz, Debra L.

Subject: 2010 holiday schedule for the county.

Fixed Holidays for 2010

New Year's Day	Friday, January 1
Martin Luther King, Jr. Day	Monday, January 18
Memorial Day	Monday, May 31
Independence Day	Sunday, July 4 (actual), July 5 (observed)
Labor Day	Monday, September 6
Veterans' Day	Thursday, November 11
Thanksgiving Day	Thursday, November 25
Day after Thanksgiving	Friday, November 26
Christmas Day	Friday, Dec. 24 (observed), Dec. 25 (actual)