

## **FINANCE AND PERSONNEL COMMITTEE**

A meeting of the Finance and Personnel Committee was called to order by Chair Penterman on Monday, December 2, 2024 at 6:30 pm.

Members present: Mayor Penterman, DeCoster, Kilgas, Moore, and Schell.

Also present: Ald. Antoine, Ald. Eggleston, Ald. Thiel, Attorney Greenwood, DPW/Eng. Neumeier, Fire Chief Carrel, Police Chief Graff, Street Sup. Van Gompel, Com. Enrich. Prog. Manager Vosters, HR Dir. Hodge, and Mark. and Comm. Manager Fencil.

### **1. Correspondence.**

None.

### **2. Discussion Topics.**

#### **a. Community Enrichment Refund Policy.**

The Recreation Division of Community Enrichment recommends adding a cancellation/refund/transfer policy to its programs. Staff have researched several other municipal recreation departments to decide what we believe is best for our residents. Discussion was held and questions answered.

Motion by Moore, seconded by Kilgas to approve the proposed cancellation/refund policy as provided.

All Ald. Voted aye.

Motion carried.

#### **b. Social Media Management Tool Request.**

A social media management tool will improve external communication by: Improving process efficiencies; Providing a best time to post based on our specific audiences (ensuring our posts are being seen); Providing analytics in one space so we can see what kind of posts do well (higher performing posts informs the algorithm that it should continue to show our posts to others, which also boosts the number of times our posts are being seen); Gathering direct messages and comments on our posts into one place so we can better answer relevant questions.

This tool will also help improve internal communication by giving us the ability to assign people to various comments and messages we receive. Each social media platform (Instagram, Facebook, and LinkedIn) also contributes to the Strategic Plan initiatives. Having a social media management tool will enhance the impact these platforms have on the Strategic Plan overall.

Motion by DeCoster, seconded by Schell to approve the request to allow the Marketing and Communications Manager to enter a 3-year contract with Sprout Social.

All Ald. Voted aye.

Motion carried.

### **3. Adjourn.**

Motion by Moore, seconded DeCoster to adjourn.

All members voted aye.

Motion carried.

Meeting adjourned at 6:53 pm.

Kayla Nessmann, Clerk