

OFFICIAL PUBLIC NOTICE



MEETING OF THE PERSONNEL/INSURANCE COMMITTEE

MONDAY, JANUARY 23, 2023 AT 5:00 PM

CONFERENCE ROOM AT THE MUNICIPAL BUILDING, 450 S. MAIN STREET, RICHLAND CENTER, WI 53581

AGENDA

CALL TO ORDER: *Roll call; determine whether a quorum is present; affirmation of proper public notice.*

APPROVAL OF MINUTES:

1. December 19, 2022 Meeting Minutes

ADMINISTRATOR'S REPORT

DISCUSSION AND POSSIBLE ACTION ITEMS:

2. Social Media Policy
3. Personnel Policy 207 Vacation
4. Transition of Economic Development Director Position

5. Scope of Duties for Position of Public Works Director

SET NEXT MEETING DATE: *Third Monday of the Month - February 20, 2023*

ADJOURN:

Posted this 20th day of January, 2023 by 6:30 PM.
Copy to the official newspaper the Richland Observer.

A handwritten signature in cursive script, appearing to read "Aaron Joyce", written over a horizontal line.

Aaron Joyce, City Clerk/Treasurer

Please Note: That upon reasonable notice, a minimum of 24 hours in advance, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service contact Todd Coppernoll, Mayor at 450 S. Main St., Richland Center, WI. 53581 or call 608-647-6428.

Notice is hereby given that the council members who are not members of this committee may attend this meeting so as to constitute a quorum of the city council. Any such council member in attendance will be for information gathering, discussion, and/or related purposes and will not result in the direct decision making by the city council at the committee meeting.

The City of Richland Center is an equal opportunity employer, provider, and lender.

MINUTES

OPENING/ROLL CALL

Chair Walters called the meeting to order at 5:26PM. A quorum was present. Oliphant affirmed proper public notice.

Members Present: Melony Walters, Scotty Wallace, and Ryan Cairns (arrived at 5:41PM).

Others Present: Ashley Oliphant, City Administrator

APPROVAL OF MINUTES

Motion by Wallace to waive the reading of the minutes of the 11/21/2022 meeting and approve said minutes. Seconded by Walters. Motion carried unanimously.

ADMINISTRATOR'S REPORT

City Administrator Ashley Oliphant provided updates on the following:

- Seeking on call snow removal assistance.
- The new City website was launched. Staff continue to refine the site.
- Agendas and minutes are being recorded in new software to allow for automatic synchronization with the website. Modifications are being made within the program templates to allow for maximum benefit to internal and external users.
- New accounting software has been partially implemented. The Clerk/Treasurer's Office will be continuing their formal training on the program as well as training all staff on payroll portal.
- The Zoning Administrator position remains unfilled.

DISCUSSION AND POSSIBLE ACTION ITEMS

Development Report/Factsheet

Oliphant shared a data sheet to be used for collecting site specific information which may be provided to interested parties, posted to the website, and incorporated into the GIS mapping system.

Hours of Operation

Oliphant requested the Personnel Committee recommend to the Common Council adjusting the hours of operation for the Parks & Recreation department as well as updating the Personnel Policy Handbook to reflect the hours of operation for the Tourism and Police Departments. Hours of operation to be as follows:

Clerk/Treasurer's Office: Monday through Friday 7:30AM-4:30PM

Police Department (non-union clerical): Monday through Friday 7AM-5PM

Public Works Department: 7AM-3:30PM

Parks & Recreation: 8AM-4:30PM

Buildings & Grounds: Mon-Thurs 6AM-3:30PM and Friday 6AM-10AM

Tourism: Hours vary to meet seasonal needs and may include weekends

Motion by Wallace to recommend to the Common Council to adopt Resolution 2022-TBD adjusting hours of operation. Seconded by Cairns. Motion carried unanimously.

Closed Session Regarding Parks & Recreation Personnel

The Personnel Committee did not enter closed session. Oliphant advised an interview process was completed for the position of Parks & Recreation Director. Oliphant recommended hiring Jodi Mieden for the role.

Motion by Walters to approve hiring Jodi Mieden as Parks & Recreation Director. Seconded by Wallace. Motion carried unanimously.

Restructure of Economic Development Position

The role and structure of the Economic Development Director was discussed. At the direction of Richland County, the RED Board evaluated several possible alternatives to the current structure but recommended the County maintain current funding levels and structure. Transitioning the position to the City was listed as the next best alternative. The County indicated the position would be placed on a referendum leaving the future of the role uncertain.

The Personnel Committee discussed the value of and need for ongoing economic within the City and County. To stabilize the position, maintain service levels, and to continue pursuing economic development the the Committee deemed if most appropriate for the role to be fully transitioned to the City with the RED Board acting in an advisory capacity rather than providing directive. Once transitioned, the role would report to the City Administrator as does any other City department head.

Motion by Wallace to recommend to the Common Council to withdraw from the Structural Document in which established the terms of the shared position and establish a full-time position at the City for the purpose of economic development which reports to the City Administrator. Seconded by Cairns. Motion carried unanimously.

Position of Public Works Director

Oliphant advised the Street Superintendent will be stepping down from his role into the role of Lead Crew for the Public Works Department. The Superintendent will continue to carry out the duties of department head until a replacement is hired. With this transition, Oliphant recommended modifying the Street Superintendent position to that of Public Works Director. Oliphant requested approval to proceed with the voluntary demotion and execute the hiring process to include drafting a new job description and establishing an appropriate wage for a Public Works Director.

Motion by Walters to proceed with hiring a Public Works Director. Seconded by Wallace. Motion carried unanimously.

Role and Authority of City Administrator

The role of City Administrator and its relationship to the Common Council and Mayor were discussed.

The role of the City Administrator has been prescribed by ordinance, statute, resolution, and job description. The Administrator is responsible to the Mayor and Common Council for the administration of the business affairs of the City. The Administrator oversees the day-to-day operations of the City with a focus on personnel and budget management. The Administrator reports to the Common Council and carries out their directives.

The Common Council sets policy through enacting legislation. This legislative body is responsible for charting the future of the municipality. The Common Council's authority is collective; it holds power as a unit rather than through its individual members.

With an administrator in place, the Mayor exercises executive responsibility indirectly by monitoring the activities of the administrator and departments of the City to ensure City ordinances are enforced. The Mayor provides policy recommendations to the Common Council, presides over the Common Council, and votes in the event of a tie. The Mayor is the designated representative of the City in relations with the media and represents the City in meetings with other governmental entities, businesses, organizations, and groups. The Mayor works directly with community members to receive their comments and complaints and provides appropriate responses.

Personnel Handbook Amendments

Oliphant requested the Personnel Committee recommend to the Common Council to repeal and replace the Introductory Period Policy within the Personnel Policy Handbook as listed in Resolution 2022-TBD and incorporate the role of City

Administrator into the procedural hierarchy thus authorizing the Administrator the authority to fully oversee City personnel as outlined in Resolution 2022-TBD.

Motion by Wallace to recommend to the Common Council to amend the Personnel Policy Handbook as described. Seconded by Wallace. Motion carried unanimously.

FUTURE AGENDA ITEMS

- Continued handbook revisions

NEXT MEETING

The next meeting of the Personnel Committee was scheduled for January 23, 2023 at 5:00PM.

ADJOURNMENT

The meeting was unanimously adjourned at 7:28PM

Motion to adjourn by Walters. Seconded by Wallace. Motion carried unanimously.

Minutes recorded by Ashley Oliphant

CITY OF RICHLAND CENTER Social Media Policy

1. **Purpose.** This Policy establishes guidelines for the establishment and use by the City of Richland Center (the “City”) of Social Media as a means of conveying information about the City and its events and activities to its citizens.
 - a. The City of Richland Center has an overriding interest and expectation in deciding what is “spoken” on behalf of the City through the use of Social Media.
 - b. For purposes of this policy, the terms “Social Media” and “Social Media Sites” are understood to be content created by individuals, organizations and/or entities, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of Social Media that may be used by the City include, but are not limited to Facebook, blogs, RSS, YouTube Twitter, LinkedIn, Google+, Instagram, Pinterest, Nextdoor, and Flickr. For purposes of this Policy, “comments” include information, articles, pictures, videos or any other form of communicative content posted on Social Media Sites.
2. **General Policy.** The establishment and use by any City department of City Social Media sites are subject to approval by the City Administrator or his/her designees. Use of Social Media shall be administered by the City Administrator and any Department-designated coordinator, as described in this Policy. In approving the use of a City Social Media site, the City Administrator, in coordination with any Department as may be necessary, shall establish guidelines for the use of the site, including but not limited to the following information:
 - a. The purpose of the site, which may include the dissemination of general information about the City or the dissemination of information regarding a specific City Department or City Activity, Event or Project.
 - b. What City department will be directly responsible for monitoring of, and creation of content on, the site.
 - i. City Social Media Sites should make clear that they are maintained by the City of Richland Center and that they follow this Social Media Policy.
 - ii. To the extent possible, the use of Social Media will link back to the City’s website for forms, documents, online services and other information necessary to conduct business with or utilize the services of the City.
 - iii. The City of Richland Center’s website at <http://www.RichlandCenter.wi.gov> will remain the City’s primary and predominant Internet presence.
 - iv. This Policy may be revised at any time.
3. **Comment Policy.** As a public entity, the City must abide by certain standards to serve all its constituents in a civil and unbiased manner.

- a. The intended purpose behind establishing a Social Media presence is to disseminate information to residents of the City of Richland Center.
- b. Comments containing any of the following inappropriate forms of content shall not be permitted and are subject to removal and/or restriction by the City's Public Information Office:
 - i. Comments not related to the business of the City, including random or unintelligible comments;
 - ii. Violent, or pornographic content and/or language;
 - iii. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, sexual orientation, gender, or national origin;
 - iv. Threaten or defame any person or organization;
 - v. Content that is hateful or incites violence;
 - vi. Solicitation of commerce, including but not limited to advertising of any business or product for sale;
 - vii. Conduct in violation of any federal, state or local law;
 - viii. Encouragement of illegal activity;
 - ix. Information that may tend to compromise the safety or security of the public or public systems; or
 - x. Content that violates a legal ownership interest, such as a copyright, of any party.
 - xi. Comments in support of or in opposition to political campaigns or ballot measures.
- c. The above listed inappropriate forms of content shall not be permitted and are subject to removal and/or restriction on public comment forums, such as "OpenGov," (i.e., Open City Hall). These City-supported platforms are intended to encourage active dialogue but are closely monitored for civility and do not create a designated public forum. Such platforms are run by private, non-partisan companies. Participation is strictly voluntary.
- d. All users of a City of Richland Center social media site are also subject to the site's own privacy policy. The City of Richland Center has no control over a third party site's privacy policy page unless otherwise stated. The City of Richland Center has no control over content, commercial advertisements or other postings produced by the Social Media site that appear on the City of Richland Center Social Media site as part of the site's environment.
- e. The City of Richland Center operates and maintains its Social Media sites as a public service to provide information about City programs, services, projects, issues, events and activities. The City of Richland Center assumes no liabilities for any inaccuracies these Social Media sites may contain and does not guarantee that the

Social Media sites will be uninterrupted, permanent or error-free.

- f. Although posts and comments are encouraged on the City of Richland Center Social Media sites that allow posts, these sites are limited public forums and moderated by City Staff. All posted content (comments, links, photos, etc.) must be related to discussion of City programs, services, projects, issues, events, and activities.
 - g. Any content removed based on these guidelines must be retained by the Public Information Office for a reasonable period of time, including the time, date, and identity of the poster, when available.
 - i. A comment posted by a member of the public on the Social Media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the City of Richland Center or the Department, nor do such comments necessarily reflect the opinions or policies of the City of Richland Center or the Department.
 - ii. The City reserves the right to deny access to the Social Media site for any individual, who violates this Policy, at any time and without prior notice.
 - iii. The Department responsible for the implementation of the Social Media site shall monitor the respective site for comments requesting responses from the City and for comments in violation of this policy.
 - i. When a City of Richland Center employee comments or responds to a comment, in his/her capacity as a City of Richland Center employee, said comments or responses shall be made only from an official account established by the City for such purposes. No City of Richland Center employee making comments or responses in his or her capacity as a City of Richland Center employee shall share personal information about himself or herself, or other City employees.
 - ii. All posts and comments are public records subject to public disclosure under the Public Records Act and Proposition 59.
4. ***Use of Social Media Sites to Disseminate and/or Gather Information Regarding a Specific City Department or City Activity/Event/Project.*** In addition to the general provisions of this Policy, the following provisions shall apply to the City's use of Social Media to establish an internet presence relating to a particular Department or City Activity/Event/Project:
- a. A Department-designated coordinator will monitor content on Department-specific

or City Activity/Event/Project-specific Social Media sites to ensure adherence to this Policy.

- b. The Department-designated coordinator will advise the Public Information Office staff of any concerns regarding content or comments. The Public Information Office will advise the Department-designated coordinator whether or not the content or comment should be removed.
- c. The City reserves the right to restrict or remove any content that is deemed in violation of this Policy or any applicable law. Any content removed based on these guidelines must be retained by the Department's coordinator for a reasonable period of time, including the time, date and identity of the poster, when available. The Department shall follow any applicable requirements of the City's document retention policy for retaining content.
- d. The City's content requirements must be displayed to users or made available by hyperlink.
- e. The Social Media pages shall adhere to applicable federal, state, and local laws, regulations, and policies.
- f. Comments on topics or issues not relating to the Department or the City Activity/Event/Project that is the subject of a particular Social Media page may be removed.
- g. Employees representing the City government on the respective Social Media page must conduct themselves at all times as a representative of the City and in accordance with all City policies.

- h. Communications made through the City of Richland Center Social Media sites in no way constitute a legal notices or official notice or comment to the City of Richland Center. To comment about a specific City project or program, please contact the appropriate department.

5. **Copyright Policy**

Material made available via official City of Richland Center Social Media sites is the property of the City of Richland Center and intended for informational purposes only. Any re-use, transmission, duplication, or distribution of any material found on an official City of Richland Center Social Media site must be clearly attributed to the City of Richland Center. Commercial uses of copyrighted materials found on City of Richland Center Social Media sites is expressly prohibited without express written consent of the City of Richland Center. Any and all trademarked or copyrighted logos or taglines may not be used for any non-governmental purpose.