

CITY OF WYOMING, MICHIGAN
Minutes of the Committee of the Whole Meeting
October 19, 2015

PRESENT: Councilmembers Bolt, Burrill, Pastoor, Ver Hulst, Vanderwood, Voorhees,
Mayor Poll

ABSENT: None

STAFF: Dooley, Gerndt, Holt, Isakson, Nemastil, Ooms, Oostindie, Rynbrandt, Stowell,
and VandenBerg

Mayor Poll called the meeting to order in the West Conference Room, City Hall, at 5:32 p.m.

Holt explained when the Finance Department was fully-staffed, we handled many cash and asset management responsibilities in-house. With the reduction of staff, several of those functions have been shifted to outside agencies that now assist us in overseeing these functions. Holt introduced Brian Quinn, from PFM Asset Management, LLC. Quinn is here tonight to describe how he works with us and to give an overview of the City's assets.

Quinn noted he has been involved with the City since 2000, first as part of Fifth Third Bank, and more recently, in the past five years, as part of PFM. Quinn described various aspects of PFM's responsibilities as the City's investment manager, how decisions are made and legal requirements that must be considered in decision making. Quinn explained there are two portfolios for the City. The first is the core fund that is used for long term investment and bond payments. The second fund is a tax fund which is an annual holding fund for some of the revenues received at the beginning of the fiscal year by the City. These funds are then used to help meet cash flow needs throughout the fiscal year, including the current year's bond payments. Quinn provided a review of the City's investment fund and the composition of the City's portfolio. Quinn provided explanation on how investments will be handled in the near future, noting potential interest rate increases and how that could impact the market. Quinn answered several questions from Council regarding impacts of unemployment, the 2016 election year, portfolio balance and overall health of the City's portfolio.

Holt explained his desire to bring Quinn back on an annual basis to review the City's investments and cash management. Council thanked Quinn for his presentation.

Holt introduced Isakson to begin the website redesign presentation.

Isakson provided the background on the process undergone to obtain a website redesign proposal, including some of the challenges regarding the scope and cost of the redesign. Isakson also provided the City's history in maintaining and using a website, from our first website in 1999 to our current site, including the changes in technology and user expectations.

Gerndt continued the dialog, covering technical aspects of the current website. Gerndt explained the current site is approximately 500 pages, with over 1,200 links. The size of this site requires a significant time and resource investment. The new design will have a content management system that will assist in the management of this data. Standardized layouts and templates will simplify content updates and allow departments to make updates themselves. Responsive design is another feature that will be employed in the redesign, which recognizes which device is viewing the website and formats it accordingly.

Bolt inquired about specific functions such as paying a water bill or reserving a park. Holt explained some of these questions will need to be answered through policy development. Nemastil noted no functionality that exists on today's site will go away with the redesign. Nemastil discussed use of the current site, noting time of use and the types of information sought. Nemastil also discussed functionality for users who may not be English-speaking or who may have a disability that would limit their viewing opportunities, noting special features and languages that would be available in the redesign.

Holt explained this item is a significant expense and appears on tonight's agenda. Vanderwood noted the cost and questioned why the quote was so high. Isakson noted the challenges in developing the request for proposal and explained some of our expectations only came about through further discussions. Voorhees asked how we determined this company would provide the best product, especially considering the price. Isakson noted the two companies interviewed were very different. One focused more on the technical aspects and the other, this firm, focused more on design. Burrill inquired about how this affects departments and what this means regarding full time employees and benefiting departments long term. Isakson believes this will impact those departments that already have significant interaction with the public, in that it will be a valuable resource for information and it will also be a resource that the public can be directed toward. Ver Hulst asked if this site will interact with REGIS. Holt said it will and REGIS is currently making changes too. Burrill asked about e-signatures. Isakson explained some of the nuances regarding the legal requirements and opportunities in that realm, indicating in some cases we may be able to accommodate e-signatures and others, such as elections and property transfers, we may not. Voorhees asked about timing. Isakson confirmed the company noted 5 months would be needed to "go live". Poll asked how much staff time will be needed to get this launched. Gerndt suggested it will be substantial but it is difficult to quantify at this time. Nemastil noted the desire to work with each department to determine what information needs to move from the existing site to the new site.

Council supports keeping this on tonight's agenda. Voorhees asked where the funding will come from. Holt explained it will come from the general fund.

The meeting adjourned at 6:41 p.m.

Kelli A. VandenBerg, City Clerk