



DRAFT
Administration Committee
Tuesday, March 9, 2021
8:00 A.M.
Via Teleconference - Zoom

Members Present: Carmella Williams, Chairperson, Council Member
Rob Zimmerman, Council Member
James Brady, Resident Member
Tamika Rashid, Resident Member

Others Present: David E. Weiss, Mayor
Jeri Chaikin, CAO
Bill Gruber, Law Director
Sandra Middleton, Human Resources Director
Frank Miozzi, Information Technology Director
Julie Voyzey, Communications & Marketing Director
Diana Simeon, Communications & Marketing
Laurie Gundlach, McGowan Insurance

The meeting was called to order by Chairperson Carmella Williams at 8:00 a.m.

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Approval of the February 2, 2021 Meeting Minutes

Chair Williams asked if there were any changes or comments to the minutes of the February 9, 2021 meeting minutes.

It was moved by Member James Brady and seconded by Member Tamika Rashid that the minutes be approved as submitted.

Minutes of the February 9, 2021 meeting were approved as submitted.

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Property Casualty Insurance Renewal

Human Resources Director Sandra Middleton informed the committee of a correction to the attachment memo in the second to last paragraph which indicates any increase in rates requires Council approval. However, Council approval is not required provided the City remains with McGowan Governmental Underwriters and funding is approved in the 2021 budget, which is the City's intention. Still, the department would like this committee's input regarding the renewal of insurance, not yet received for this year.

CITY OF SHAKER HEIGHTS

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Director Middleton provided some background on how the City acquires insurance coverage. Periodically, the City issues requests for proposals (RFP) for an insurance broker, currently McGowan and Company, the City's broker for over 27 years. In response to the 2018 RFP, McGowan submitted the only proposal and awarded the contract, which states that provided funds are budgeted for renewal and the broker remains McGowan, Council approval is not required. Annually, the insurance broker solicits quotes from insurance companies, currently Argonaut, for the City's property casualty business. The renewal date for insurance moved from January to April at the 2018 recommendation of the Risk Management Task Force as the market is particularly busy in January and it was difficult to obtain quotes. However, the April renewal date is having similar problems in obtaining quotes in a timely manner. Although the department would like this committee's input, the City has not yet received the renewal quotes.

Laurie Gundlach of McGowan Insurance explained the insurance industry is extremely busy even when trying to work 90 or 120 days out, it usually comes down to the last two weeks. We felt moving the renewal from January to April would be seamless, but we are seeing increases, reductions in limits, and higher deductibles. McGowan issued requests in quotes in January to four different carriers and to date, we have received two quotes. One carrier declined to quote while another has yet to submit their quote. Once we receive all quotes, we will provide a comparison to the City. Typically, quotes are requested 30 days in advance. Unfortunately, we are at the mercy of the underwriters. Director Middleton added two carriers had several questions about the dams in Shaker, which is always a concern for the underwriters and limits the market availability.

The Committee briefly discussed the renewal date of April 1. There will not be time to bring the renewal quotes to the Committee for review. McGowan requested the current carrier extend the current coverage for 30 days to provide time for committee review, but they declined. It was suggested that since this must be completed by the end of the month, analyzed results and the recommendation can be circulated to the committee by email.

An inquiry was made regarding anticipated policy coverage changes. Gundlach responded there could possibly be larger increase in deductions than anticipated. Although, there has been no indication of any changes in deductibles or limits, this is what has been seen in other renewals for the last quarter of 2020.

Chair Williams thanked everyone and asked if the committee approved moving forward with securing the insurance and receiving an update via email. Committee members agreed.

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Shakeronline.com Website Overview

Director Voyzey stated it was good timing to be presenting an overview of the website as the department is currently conducting a survey on the City's social media asking residents what sources they uses for City new. The website ranks at the top along with Shaker Life and City ENews, and the Mayor's Report.

The director stated that after a year of analysis and research, the website relaunched in February 2019. Civic Plus, the chosen vendor, specializes in government communication and is used by over 3,000 cities and counties across the country. They provide templates, resources and tools that are easy to use. They also provide a proprietary analytics system, which the City uses along with Google analytics and Google search console. As a result of the robust analytics, the City has a solid understanding of what information is useful to residents and what pages they are accessing such as information on trash pickup, jobs, parks, recreation and police. In 2020, the department added a section on coronavirus, and it was one of the most viewed sections. The data also revealed that 55% of users access the website on a mobile device, which is important as it dictates the layout and presentation of information.

Director Voyzey introduced Diana Simeon, Senior Communications and Marketing Specialist. Simeon was responsible for the analysis that went into the relaunch and acts as point person with staff. Simeon conducts an annual web audit, critical to keeping the website current. She also developed a web governance policy and procedure document, setting standards for what belongs on the website as well as what does not belong, such as big data sets, old initiatives, or historical data.

Diana Simeon stated the City has a couple objectives when designing the website. One was to create a contemporary design that said Shaker, resulting in a full width banner video “Shaker is the Place”. The other was customer service so the site was organized in a way that people could find information as quickly and easily as possible, hence the top menu labels. She reviewed the top menu labels including government, under which are agendas and minutes along with audio; the “How Do I” section is frequently sought information. Since the top menu items can be customized, the City was able to launch a full coronavirus section, which has become one of the most popular areas. It includes resources such as the food distribution calendar as well as the DEI initiative.

Simeon directed the committee to the buttons shown on the site which are aligned with the most popular searches including parks and recreation, jobs, trash and recycling, police and the permits button is what people are looking for when they go to building/housing. The “stay connected” button is to encourage people to sign up for the various newsletters and follow the City of social media.

Scrolling down the site, you will find the news area, which highlights important information as it comes in, and then calendars, which include calendars for public meetings, community events and recreation events. One feature of the calendars is they can appear on any page. For example, an event on the food distribution calendar is tagged to appear on the food distribution page.

Next on the homepage is a promotional area “This is Shaker” where information is provided for new residents or those interested in the City. The top of the homepage there is the search box, the second most popular area of the website, where residents can quickly find what they are looking for. The web pages are mobile friendly with 55% of users being mobile devices. The site is responsive as it detects what type of device is used and automatically resizes and reorganizes the information. In addition, using Civic Plus the site is 100 percent ADA compliant. The template system created by

Civic Plus takes care of the compliance and the City only needs to do a couple things when adding images or creating links.

On the backend, the website uses modules, which has helped streamline a lot of work for both Communications and Marketing as well as other departments. One example is the module form center. Using this module the City was able to streamline the contract request process, formally a paper-based process, and the City's benefits enrollment, where employees sign up online through the intranet section rather than completed and submitting paper forms. Another aspect on the backend is the ability to empower other employees to be editors. For example, a public works employee may update information about trash collection and our department can review and approve at which point it is immediately published.

Chair Williams commented she likes the website, how it flows and the access to information as well as the search engine. She inquired if there was an ideal number of clicks in mind for people to reach their desired information. Simeon replied the information is as intuitive as possible including placing many items on the second tier of the menu so people do not have to click much farther.

In response to a question regarding the ability to sign up to receive specific meeting information such as Safety and Public Works Committee or Recreation to which Simeon stated there is currently one list for all public meetings in which recipients receive the calendar at the beginning of the month and then notice of any changes. Although it is possible to have lists for various different groups, it would require someone on the backend to send all the individual notifications. Director Voyzey added packaging the public meetings into one piece is most efficient.

An inquiry was made regarding signing up for recreational events and if the functionality to do so has been added to the website. Director Voyzey responded a system, called E-Track, has been added to the Recreation pages. She added Recreation maintains their pages and does a good job considering the continual changes that need to be made.

Director Voyzey also informed the committee that one of the department's goals is to convert paper forms into online electronic forms and have made a lot of progress in doing so. This provides a more modern way of doing business. Each time the department receives a request to reprint forms the first question is "can the form be an electronic form" instead of paper. Civic Plus has been great to work with in terms of creating these forms.

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There being no further business, the meeting was adjourned at 8:36 a.m.

Carmella Williams, Council Member, Chair
Administration Committee