

**Village of North Hudson  
Public Safety Meeting  
Thursday, March 8, 2018, 5:30 p.m.  
Village Hall, 400 7<sup>th</sup> Street North  
Hudson, WI 54016**

**Call to Order: roll call**

Chair Marc Zappa called the meeting to order at 5:30 pm. Answering the call were Trustees Cathy Leaf and Tim Zais. A quorum was present and the meeting was duly noticed. Also in attendance were Police Chief Mark Richert and Recording Secretary Anne-Marie McDonald.

**Comments from the floor**

None

**Approval of minutes from February 8, 2018 Public Safety Meeting**

**Motion (Leaf/Zais) to approve the minutes of February 8, 2018 meeting as written. Motion carried.**

**Chief's Report**

**Police Department Vacancy:** Richert reported that the list of eligible candidates has been exhausted due to issues with psychological exam and/or background check. After Richert met with the Police Commission, a new recruitment has begun. Applications are being accepted until Monday, March 12, 2018 at 4:30 pm. Richert is hoping to receive about 25 applications. The applicants test will take place March 24th, and interviews will take place April 7th. He will hopefully have an officer on board in early May to start training. Leaf asked Richert if it is usual to have so many candidates removed from consideration. Richert stated that this is the first time in his career he has removed candidates from consideration for a position in the police department.

**Incident Breakdown:** Richert stated that there is nothing unusual in the incident breakdown. The felony cases which the department has been working on are ongoing. Richert presented 11-year data compilation for the department, and said he was surprised by the low number of underage alcohol citations in the past two years. The department's caseload went down two years ago, which may be a result of the department's reduced workforce at that time. Richert hoped that after the new officer is hired, the department can monitor vehicle speeds more often in the village. Zais asked how the citation groupings are defined; Richert stated that they are a result of the fines leveled for each type of citation (20-24 miles over speed limit, etc.) Leaf asked about the citation costs versus municipal court costs; Richert stated that citation costs do not cover the costs of the municipal court. Richert reported that 13 OWI arrests were made in 2017, and explained that some impaired drivers may not get a citation if they were warned or got a ride from someone else – that number represents arrests only. Zais asked how many vehicles cross the Lake Mallalieu bridge. Richert doesn't have updated numbers and he'll attempt to get them from the state DOT.

**Social Media Archiving**

Zais presented a draft social media use policy for the village, based on the City of Janesville's policy (after obtaining permission from Janesville). Zais asked the committee to read and propose changes to the draft. Leaf suggested better ways to communicate with village residents besides the village's website. Zais

reviewed some of the topics covered in the proposed policy. Leaf said she spoke with Village Administrator Melissa Luedke about other methods to communicate with village residents besides the village's website. Leaf stated that gathering an email list for residents is time-consuming, and Luedke doesn't want to monitor a village social media account. As a communications professional, Leaf would like to see some tools developed to provide cost-effective better communication in the village, but she understands the infrastructure and other costs involved with developing those tools. Zais stated that if other communication tools are developed, it is prudent to have a social media policy in place to support them. Richert has the police department's Face book page set up so when a user sends a message to the page, a note is sent to the user stating that someone from the department will respond as soon as possible.

Zais asked what the process would be to move this policy forward. The suggestion is to have the village administrator and village attorney also review the draft and provide their input.

Zais reported that he investigated seven social media archiving packages, and narrowed down his selection to three companies. The primary service of these solutions should be real-time archiving, and two of the three remaining software solutions have real-time post capture; the third company has 15-minute capture. All three companies store their data within the United States. All three companies require a one-year contract for their service. ArchiveSocial offers a one-month trial; the other two companies require a contract immediately. The overall ratings of the top two companies are pretty positive. The next step is for Zais and Richert to view demonstrations of the software packages. Richert stated that he has seen the demo for ArchiveSocial, Zais' top-ranked solution. The second-ranked company, Page Freezer, will do an online Webex demonstration with a conference call. The third company, SMARSH, offers on-demand webinars. Zais has spoken with representatives of the three companies and explained that the village will not be ready to commit to a solution until mid-year, if a solution is identified in 2018. If the budget doesn't allow the cost, a contract can't begin until 2019.

#### **North Hudson Elementary School Fun Run Road Closure**

Richert provided information to the committee regarding North Hudson Elementary School's annual Fun Run. The event requires that several streets near the school be closed for a short time during the event. The neighbors impacted by the road closures will be notified by letter. Richert stated that the event usually goes smoothly, there are no complaints from the neighbors, and that it is a good event for the students to interact with the police officers.

**Motion (Leaf/Zais) to authorize traffic restriction on Webster Street N. from Lemon Street N. to Helen Street N. AND Helen Street N. from Webster Street N. to Monroe Street N. AND Monroe Street N. from Helen Street N. to Lemon Street N. for the North Hudson Elementary School Fun Run on Friday, May 11, 2018 from 2:45 pm to 3:30 pm with an alternate rain date of Thursday, May 17, 2018 from 2:45 pm to 3:30 pm. Motion carried.**

#### **Police Department Staffing and Coverage**

Richert is hoping to have a new officer after this next job posting process.

#### **Police Department Capital / Equipment Planning**

Richert asked his sergeant to start researching the requirements and cost of a new squad car for replacement in 2019.

**Committee Goals**

None

**Future Agenda Items**

Social media usage and archiving.

**Adjournment**

Chair Zappa declared the meeting adjourned at 5:50 p.m.

Respectfully submitted by,

Anne-Marie McDonald  
Recording Secretary