

## VILLAGE OF BROCKPORT

"To provide a high quality of life for all residents, exercising fiscal responsibility and preserving Brockport's unique heritage and historic character."

### VILLAGE BOARD - MEETING AGENDA

**Monday, October 3, 2016 7:00pm**

**Location: Village Hall conference room**

- **CALL TO ORDER / PLEDGE:** please silence cell phones & electronic devices
- **MOMENT OF SILENCE:** to honor those who serve our Country, enforce our laws, & respond to emergencies
- **BROCKPORT HISTORICAL MOMENT:**
- **OATH OF OFFICE:** (ceremonial) none
- **CERTIFICATES & PROCLAMATIONS:** none
- **PUBLIC HEARINGS:** none
- **PUBLIC COMMENT:** 5 minute limit per person / state name & address for record & speak directly to entire Board / share if this is a prepared statement & submit hard copy to Clerk after reading (& electronically next day)
- **GUESTS:** none
  
- **CONSENSUS ITEMS:**
  - Approval of minutes – 9/19/16 & 9/26/16
  
- **CLERK REPORT:**
  - Clerk – Leslie Ann Morelli
  -
  
- **PERSONNEL ITEMS:**
  - Appoint to fill some remaining Board/Committee vacancies
  
- **OLD or NEW BUSINESS:**
  - Approve recommended deaccession list per 9/28 E.L.K. Museum Board meeting
  - Authorize application for Erie Canalway Grant for Brockport Symphony Orchestra
  - Adopt Village of Brockport Social Media Policy
  
- **VILLAGE BOARD REPORTS:**
  - Mayor Margaret B. Blackman
  - 
  - Trustee/Deputy Mayor William G. Andrews
  - 
  - Trustee Annette M. Crane
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  - Trustee Katherine J. Kristansen
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  - Trustee John D. LaPierre
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- **EXECUTIVE SESSION (if needed)**
  
- **ADJOURNMENT**

#### **Upcoming:**

- ❖ Village Hall closed for holiday: Monday, 10/10
- ❖ Village Board meeting: 7pm Monday, 10/17 (w/ Attorney & Treasurer & Department Heads)
- ❖ Village Board work session: 7pm Monday, 10/24

## GUIDELINES FOR PUBLIC COMMENT:

The public shall be allowed to speak only during the public comment period of the meeting or at such time as recognized by the presiding officer.

- Speakers must be visible.
- Speakers must give their name, address and organization, if any.
- Speakers must be recognized by the presiding officer.
- Speakers must limit their remarks to (5) five minutes on a given topic or extended if recognized by the presiding officer.
- Board members may, with the permission of the Mayor, interrupt a speaker during their remarks, but only for the purpose of clarification or information.
- All remarks shall be addressed to the Board as a body and not to any member thereof.
- Speakers shall observe the commonly accepted rules of courtesy, decorum, dignity and good taste.
- Interested parties or their representatives may address the Board by written communications in the event of creating a hardship to attend the meeting personally.

**MISSION STATEMENT:** The mission of the Emily L. Knapp Museum, an educational institution, is to collect, preserve, and provide access to the heritage and history of the greater Brockport community.

**Emily L. Knapp Museum & Library of Local History**  
Deaccession Documentation

| Quantity | Description                     | Reason         | Course of Action | Comments | Deaccession Date |
|----------|---------------------------------|----------------|------------------|----------|------------------|
| 1        | Edison Standard Phonograph      | Duplicate item | Sell             |          | Sep-16           |
| 32       | Cylinders for Edison Phonograph | Duplicate item | Sell             |          | Sep-16           |
| 1        | VFW Jacket                      | Duplicate item | Sell             |          | Sep-16           |

| Reasons  |
|--|
| Not relevant to the history of Brockport or its residents                  |
| Proper Preservation within Museum facilities is not possible               |
| Legality of ownership is in question                                       |
| Duplicate item   |
| Condition of the item is no longer sufficient to enable display and review |

| Courses of Action           |
|-----------------------------|
| Gift to another institution |
| Return to donor             |
| Sell                        |
| Recycle                     |
| Destroy                     |

Compiled by SUZIE SAVANO Date 9/26/16  
 Acknowledged by PAT CORRIEN Date 9/26/16  
 Reviewed by ELK Board \_\_\_\_\_ Date 9/28/16  
 Reviewed by Village Board \_\_\_\_\_

**DRAFT**

**RESOLUTION - VILLAGE OF BROCKPORT**

At a meeting of the Board of Trustees of the Village of Brockport, Monroe County, New York state held at Village Hall at 49 State Street Brockport, NY 14420 on October 3, 2016 the following resolution was regularly made, seconded and carried:

PRESENT: Mayor Margaret B. Blackman, Trustee/Deputy Mayor William G. Andrews, Trustee Katherine J. Kristansen, Trustee John D. LaPierre

EXCUSED: Trustee Annette M. Crane

MOVED BY: Trustee \_\_\_\_\_ SECONDED BY: Trustee \_\_\_\_\_ CARRIED  /

RESOLVED, to authorize the Village’s grantwriters, J. O’Connell & Associates, to prepare an application for an Erie Canalway Grant for the Brockport Symphony Orchestra for \$4,700 to cover the transportation, artist fees for two Erie Canal Bicentennial performances in Albany and Geneva and the rental cost of the Smith Opera House. The one to one match will be covered by Brockport Symphony Orchestra. There is no cost to the Village. Application deadline is 10/21/16.

(The Village would receive the funds on BSO’s behalf. BSO will provide requisition requests and final invoices to the Village.)

Note for the record:

- J. O’Connell & Associates contact is Sean Kirby
- Village Board contact is Trustee/Deputy Mayor Andrews
- Village Office contact is Deputy Clerk-Treasurer Erica Linden
- Brockport Symphony Orchestra contact is Jonathan Allentoff

BY ORDER OF THE Village Board of the Village of Brockport

STATE OF NEW YORK        )  
County of Monroe         ) SS:

I Leslie Ann Morelli, Village Clerk of the Village of Brockport, do hereby certify that the foregoing is a full and true transcript of a resolution duly adopted at a meeting of the Board of Trustees of the Village of Brockport, Monroe County, New York on October 3, 2016 as it appears in the minutes of said meeting was regularly called and duly constituted, and that a quorum was present.

Witness my hand and the seal of the Village of Brockport this 4<sup>th</sup> day of October 2016.

Seal

\_\_\_\_\_  
Leslie Ann Morelli, Village Clerk

## **The Village of Brockport's Social Media Policy**

### **Purpose**

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, Village of Brockport departments may consider using social media tools to reach a broader audience. The Village encourages the use of social media to further the goals of the Village and the missions of its departments, where appropriate.

The Village of Brockport has an overriding interest and expectation in deciding what is "spoken" on behalf of the Village on social media sites. This policy establishes guidelines for the use of social media.

### **General**

1. All Village of Brockport social media sites posted by executive departments will be subject to approval by the mayor.
2. The Village of Brockport's websites ([www.brockportny.org](http://www.brockportny.org) , [www.brockportpolice.org](http://www.brockportpolice.org)) will remain the Village's primary and predominant internet presences.
  1. The best, most appropriate Village of Brockport uses of social media tools fall generally into two categories:
    1. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
    2. As marketing/promotional channels which increase the Village's ability to broadcast its messages to the widest possible audience.
  2. Wherever possible, content posted to Village of Brockport social media sites will also be available on the Village's main websites.
  3. Wherever possible, content posted to Village of Brockport social media sites should contain links directing users back to the Village's official websites for in-depth information, forms, documents or online services necessary to conduct business with the Village of Brockport.
3. As is the case for Village of Brockport's primary website, [www.brockportny.org](http://www.brockportny.org), the Deputy Clerk or designated alternate shall be responsible for the content and upkeep of any social media sites on behalf of the Village government.
4. Wherever possible, all Village of Brockport social media sites shall comply with all appropriate Village of Brockport policies and standards.
5. Any exceptions will be approved by the Village Clerk and subject to review by the Village Major and the appropriate department liaison.

6. Village of Brockport social media sites shall comply with Brockport Code of Ethics and administrative polices and New York State Election law.
7. Village of Brockport will follow all records management requirements laid out in the New York State MU-1 schedule as they pertain to the content, related to Village business, maintained in a social media format.
8. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between Village government and members of the public. Village of Brockport social media site articles and comments containing any of the following forms of content shall not be allowed:
  1. Comments not topically related to the particular social medium article being commented upon;
  2. Comments in support of or opposition to political campaigns or ballot measures;
  3. Profane language or content;
  4. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
  5. Sexual content or links to sexual content;
  6. Solicitations of commerce;
  7. Conduct or encouragement of illegal activity;
  8. Confidential or Village personnel matters;
  9. Information that may tend to compromise the safety or security of the public or public systems; or
  10. Content that violates a legal ownership interest of any other party.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

9. The Village reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
10. The Village will approach the use of social media tools as consistently as possible, enterprise wide.
11. All new social media tools proposed for Village use will be approved by The PinPoint Group and the Board of Trustees.
12. Administration of Village of Brockport social media sites.

1. The Deputy Clerk will maintain a list of social media tools which are approved for use by the Village.
  2. The Village clerk will maintain a list of all Village of Brockport social media sites, including login and password information. Departmental representatives will inform the Deputy Clerk of any administrative changes needed to the sites and will provide relevant content for posting.
  3. The Village must be able to immediately edit or remove content from social media sites.
13. For each social media tool approved for use by the Village the following documentation will be developed and adopted:
1. Operational and use guidelines
  2. Standards and processes for managing accounts on social media sites
  3. Village and departmental branding standards
  4. Standards for the administration of social media sites

# Village of Brockport Facebook Standard

## Purpose

Facebook is a social networking site. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events. This standard is designed to assist the Village government in driving traffic to our website, [www.brockportny.org](http://www.brockportny.org), and to inform more people about Village activities. These standards should be used in conjunction with the Village's social media use policy. As Facebook changes these standards may be updated as needed.

## Content

1. Type of 'pages'
  1. The City will create 'pages' in Facebook not 'groups.' Facebook 'pages' offer distinct advantages including greater visibility, customization and measurability. Related community pages are unofficial representations of city business created by Facebook. Community pages will currently be accepted as is unless there is a copyright/trademark issue.
  2. For 'type' description, choose 'government.'
2. Boilerplate
  1. The Facebook page's cover and profile images will be standardized where possible with the website images and the village logo will be added to the cover photo.
  2. Complete the Page Info section as fully as possible.
  3. If comments are turned on, the Facebook page should include a tab/link to a Comment Policy tab with the following disclaimer:

Comments posted to this page will be monitored. Under the Village of Brockport social media policy, the Village reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting.

3. Link to the Village
  1. A link to [www.brockportny.org](http://www.brockportny.org) will be included on the Page Info page.
4. Page administrators
  1. A successful page requires "babysitting." The Deputy Clerk is responsible for monitoring the Facebook page. Posts should be approved by the Mayor or a designated alternate.

2. The Deputy Clerk or designated alternate is responsible for making sure content is not stale. The Village will designate a back-up administrator in the Deputy Clerk's absence.
5. Comments and Discussion Boards
  1. Comments to the timeline generally will be turned off but may be allowed on a case-by-case basis with approval from the Mayor's. Discussion Boards/apps should be turned off.
6. Style
  1. Village Facebook page will be consistent with Village branding.
  2. Administrators will use proper grammar and standard AP style, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the Village at all times.
7. Applications
  1. There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.
  2. An application should not be used unless it serves a **business purpose**, adds to the user experience, comes from a trusted source and is **approved** by the Village's IT consultant, The Pinpoint Group, and the Mayor.
  3. An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

## Archive

- The Facebook page will be set up in conjunction with designated Village e-mail account.
- Content on The Facebook page will not constitute items of official record. All communication will represent or reiterate existing items of record. This disclaimer will be presented on the Facebook page as well as the Social Media Policy available in full at [www.brockportny.org](http://www.brockportny.org).

Village of Brockport  
October 3, 2016