

# Agenda Management

Using technology  
to engage with  
your residents



## The Town Meeting

We believe that a modern agenda solution should reduce duplicate work, automate communication, simplify and speed up production, and above all be friendly.

The Town Meeting has not changed much in 200 years. We still post a notice in a public place (website), call a meeting to order and assume that anyone who has interest will arrive at the specified place and time to make their voice heard.

However, we know that this is out of sync with how most of us interact in today's world. Nowadays, we expect notifications to be pushed to our phones for important events and communications. We expect to provide feedback instantly through intuitive apps that will ensure our voices are heard without interrupting our already busy schedules.

At TownCloud, we believe it is time to modernize the way that municipalities do business with the community. We believe that better engagement doesn't mean more work. Rather, with the right tools, staff can save time while elected officials are able to be both more responsive and accessible to their constituents.

Incorporating the same modern technology we use in our private lives, allows us to take a fresh look at tasks that have always been assumed to be a part of the process. At TownCloud we believe that a modern agenda solution should reduce duplicate work, automate communication, simplify and speed up production, and above all be friendly.

# Managing the Team

The first order of the meeting business is to manage the council, board, committee, and other meeting attendees who are a part of the municipal meeting. While tracking these attendees, their terms and assignments is typically a manual process, it does not have to be.

In the TownCloud agenda system, we make this easy through a new "Attendees" feature. Roles are defined around responsibilities such as who votes and when someone should be notified of a change to the agenda status.

Attendees are tied to user accounts which provide access to the system. Attendees are assigned to meetings and activities such as attendance and votes are automatically recorded in realtime as they participate in the meeting. This saves time and reduces effort!

Name	Can Vote	Automatic Notification at:		
		Publish	Packet Gen	Post Meeting
Mayor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Commisioner	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
City Attorney	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Organizer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Media	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Name	Role	Attended
Randy Watson	Mayor	<input checked="" type="checkbox"/>
Sharon Reid	Commisioner	<input checked="" type="checkbox"/>
Greg Smith	Commisioner	<input checked="" type="checkbox"/>
Sam Roberts	Commisioner	<input type="checkbox"/>
William Clark	City Attorney	<input checked="" type="checkbox"/>



## Agenda, at its core

The agenda is the DNA of every meeting. Meeting formalities, new business, old business... it's what we're talking about.

The agenda is the DNA of every meeting. Meeting formalities, new business, old business... it's what we're talking about. Can time really be saved from the tried-and-true copy and paste Word templates that most clerks use? We think so. Meetings are comprised of things that are the same and things that change. And the things that change, change often, and often they change at the last minute.

At TownCloud, we've broken the agenda down to its basic building block: the Item.

An agenda is comprised of Items, but Items are not limited to an agenda. Items can be created, then later assigned to a specific meeting. Items are broken down into types which further define their behavior:

- What formatting should be used?
- Will there be a vote on the item?
- Will the item be voted on individually or as part of a group?

This type of approach allows one to simply choose the item type, enter the name and go. Items contain all required detail and attachments. They can be assigned (or re-assigned) to a meeting, routed to departments for approval and approved by authorized users. Minutes can be recorded by item during the meeting and saved in a draft status for later review and finalization.

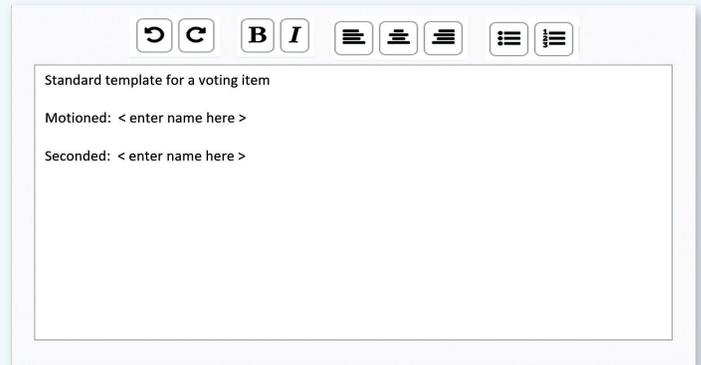
Name	Level	Justification	Track Votes	Minutes template
Heading only	Section	Center		
Voting Group	Group	Left	<input checked="" type="checkbox"/>	Voting item
Non-voting Group	Group	Left	<input type="checkbox"/>	Discussion item
Voting Item	Detail	Left	<input checked="" type="checkbox"/>	Voting item
Group vote item	Detail	Left	<input type="checkbox"/>	Discussion item



## Don't start at the beginning

Templates are a great way to eliminate the need to type the same things over and over again. With TownCloud agenda app, the meeting type contains all the standard meeting items so you don't have to build it from scratch.

Taking this idea a step further, we're incorporating templates for Item minutes so that you only have to enter the unique elements like who made a motion.



## Check your bags (or don't)

One benefit of modern apps is simplified integration and a reduction in manual steps. Compiling the "packet" can be one of the most tedious parts of creating the agenda. We've helped to ease this pain for our customers by allowing users to directly submit items with individual attachments. No more "emailing around" files at the last minute. All detail can be viewed inline or downloaded with a single click. Everything is in one place, easy to change and easy to access.

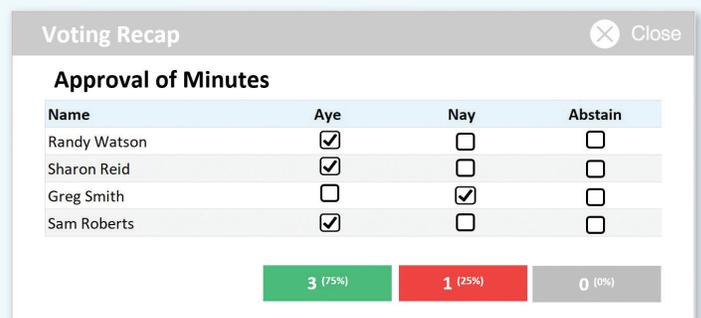
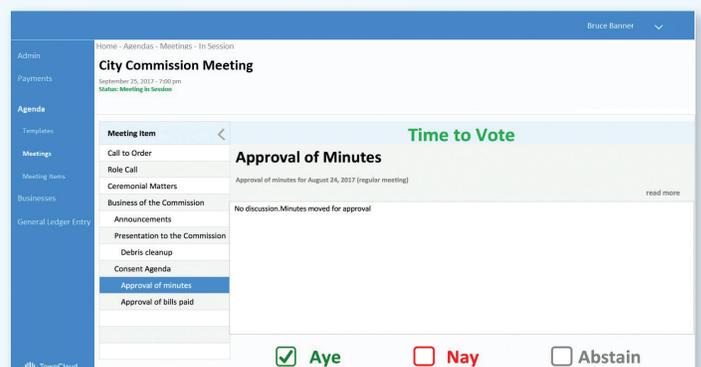
While our app functions great as a stand-alone solution, our platform can also be integrated with third party document storage solutions such as Box, Dropbox, or Google Drive, further reducing duplication of files.



## Don't forget to vote

While voting is a part of every meeting, writing the results down, typing them up in minutes, and publishing them to a website doesn't have to be. With TownCloud voting attendees can vote directly on their desktop or mobile device. Items types requiring a vote are displayed for the moderator during the meeting. Voting can then be opened which enables a special view for meeting attendees.

As votes are cast, they are recorded directly into the app and results can be displayed during the meeting. This saves time, and is just plain smart.



## Let the app work for you!

In order to engage, constituents must first know what is going on with their local government. With TownCloud, this is easily accomplished through a profile. Residents and constituents can easily set preferences based on the meetings and item types they would like to hear about. As agendas and minutes are published, TownCloud will automatically notify them based upon their preferences. No extra work required!



## Reach the people

Another big obstacle to better engagement is the need to physically attend a meeting. While more and more people desire to participate with their local government, busy schedules often make it impractical to attend council meetings in person. By providing YouTube integration, the TownCloud agenda app makes it possible to livestream and archive meeting audio and video on a platform which works on virtually every personal computer and mobile device. Meeting audio and video can be tagged with bookmarks to link agenda items to specific time segments in the meeting.

## Always remember to listen

At TownCloud we allow confirmed residents to make their voices heard by marking agenda items with a "thumbs up" or "thumbs down."

Making meetings available online is only half of the conversation. People need a way to make their voices heard. But how can meaningful and constructive feedback be captured and made available to attendees in a useful way? Social media is helpful but can often require moderation or be dominated by a handful of activists. This can make it difficult to get accurate and representative feedback.

At TownCloud we allow confirmed residents to make their voices heard by marking agenda items with a "thumbs up" or "thumbs down." They can also provide short-form comments which allows for concise and specific feedback on each item.

Results are then summarized for each item along with the comments and presented to meeting members in a convenient dashboard. Meeting members will also be able to directly respond to comments directly through the application, further enabling real dialogue.

Home / Edit

## Regular Meeting Agenda

June 23, 2016 - 6:00 pm

Status: Draft

Agenda Edit Details History

New Section New Item

- I. Call to OrderRight now
- II. Pledge of Allegiance
- III. Invocation to be given by
- IV. Roll Call of Members
- V. Approval Agenda
- VI. Consent Agenda
  - a. Minutes of Regular Council Meeting (Date)
  - b. Claims
  - c. National Pulic Safety Telecommunicators
- VII. Communications from Junior Council
- VIII. Staff Update
- IX. Comment from the Council and the Public

Section: Consent Agenda

78% 22% 7

Details Minutes Attachments Engagement Settings

Status: Draft

Section Header: Roll Call of Members

Section Subhead: i.e. (text)

Section Subhead: Roll Call of Members

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## Wrapping it up

It's more important than ever to meet people where they are in their daily lives, and make it easy for them to participate in these important civic functions. We believe the municipality of tomorrow will provide better, more timely information, while reducing staff workload. It will foster greater ownership and participation from residents by soliciting feedback through easy to use tools. While it won't solve every municipal challenge, a great agenda system can save time, effort and money while making meetings more meaningful and effective for everyone.

For more information, visit us at: <https://www.TownCloud.com>



