



# City of Broken Arrow

## Minutes City Council

City Hall  
220 S 1st Street  
Broken Arrow OK  
74012

### Special Meeting

*Mayor Craig Thurmond*  
*Vice Mayor Richard Carter*  
*Councilor Mike Lester*  
*Councilor Johnnie Parks*  
*Councilor Scott Eudey*

---

**Tuesday, March 5, 2016**

**Time 6:00 p.m.**

**Council Chambers**

---

**1. Call to Order**

Mayor Craig Thurmond called the meeting to order at approximately 6:00 p.m.

**2. Roll Call**

**Present: 5 -** Scott Eudey, Johnnie Parks, Mike Lester, Richard Carter, Craig Thurmond

**3. General Council Business**

**A. 16-332**

**Review of the City of Broken Arrow's Official Website and brief training for City Councilors and staff on the new and improved features and navigation capabilities in order to find the information needed within the website - Presentation and training by Krista Flasch, Director of Communications**

Krista Flasch, Communications Director for the City of Broken Arrow, addressed the Council, stating she would be showing some features and highlights of the newly designed Broken Arrow website launched that past Friday. She explained that the process of redesign was more than a year in the making. A preliminary step was a citizens' survey on how the website could be improved, its main purpose being to serve the public. The goal was to facilitate quick and easy access to information. The results of the survey were compiled and staff focused on accommodating the most popular actions people were taking on the website.

Turning to her visual presentation on the overhead screen, Ms. Flasch pointed out that one of the great features of the redesigned website was enhanced user-friendliness and functionality. The experience of looking at [www.brokenarrowok.gov](http://www.brokenarrowok.gov) on a smartphone or tablet device was raised to the level desktop users enjoyed. A Help Center section had been added at the top of the homepage, in line with the goal of creating a system-centric website designed with citizens in mind, which took into account the services they were seeking when visiting the website. The homepage also included graphic icons allowing people quick access to various services and information, as well as a prominent Search box. The image-driven news section provided a great way for citizens to get the latest updates on City news. Menu items were made larger and easier to read, also contributing to the site's user-friendliness.

Ms. Flasch demonstrated some functions of the website that would help residents stay connected with the City. One favorite of hers could be found in the Public Information section; visitors could sign up to be notified by email or phone of City alerts on road closings, holiday trash collection, and so on, depending on the list they subscribed to. Business people wanting to engage in commercial transactions with the City could sign up to receive notifications for bid postings, too. "Newsflash," providing the latest news and press releases from the Communications Department, was another source of information they could tap into by registration. Listings under the heading of Calendar made notices on community events and dates of City meetings open to the public readily available. Receipt of automated citywide phone alerts of an urgent nature, managed by the Police Department, was yet another feature on the Public Information page of which citizens could avail themselves, through Connect CTY.

Ms. Flasch stated that a lot of people preferred to pay their utility bills online, which could now be done right from the homepage using the icon Online Payments, which also allowed for payments to the Courts and permit and inspection applications.

Ms. Flasch reported that their data revealed a significant volume of website visitors were looking for jobs with the City of Broken Arrow. The homepage had an employment icon leading to a list of current openings. There was a Job Interest Card link on the Job

Opportunities page as well, allowing job seekers to fill out a profile to receive updated automatic notification on the particular kind of job in which they were interested.

In summary, Ms. Flasch maintained that the redesigned website was a very robust tool that citizens could make use of in order to stay connected to the City, to find City services and to contact City staff and the City Council. They were pleased with the result and were confident that people would find the new website more user-friendly.

Mayor Thurmond asked if there were any questions. Councilman Lester inquired if the redesign was done in-house. Ms. Flasch replied that they used CivicPlus, a vendor specializing in web design for municipalities and government agencies. The vendor provided a content management system that was similar to editing in Microsoft Word, allowing easy use by people who knew nothing about web programming. CivicPlus provided the training, tutorials, and webinars for people who were not tech savvy, but knew how to write and communicate, so that they could use the tools provided without need of tech support staff.

Mayor Thurmond asked if there were any additional questions. There being none, he thanked Ms. Flasch, commenting that it was exciting that the City of Broken Arrow had a new website that was a lot more user-friendly, that looked a lot better from a visual standpoint, and would be of benefit to the citizens of Broken Arrow. Ms. Flasch added that she had forgotten to mention that as you kept going back to the website the pictures changed by rotation, which served as a nice way to showcase the seasonal aspects of community life.

Councilman Parks asked if the procedure of getting on the City's email list was different than on the previous website, where it was at the bottom of the page. Ms. Flasch answered no, it was still there, pointing out that there was a Quick Links column also, with Employee Login at the bottom of the list. Councilman Lester asked if after some months they planned to conduct some sort of testing to gauge public use of the new website. Ms. Flasch responded that she monitored the analytics on a monthly basis so she could keep abreast of patterns, trends, what people were searching for, and so on. People in the community were very vocal on Facebook, so that if the website proved to be unpopular, they would know about it. Early feedback had been very positive and because it was a content-management system, staff could make modifications to it any time they wished. It could actually be seen as a work in progress, since technology, along with people's habits, were continuing to change, so that staff needed to remain flexible and responsive. Councilman Parks asked for confirmation that Ms. Flasch would keep them notified of changes the Council would need to look at and Ms. Flasch replied that she would. Councilman Eudey voiced his approval, commenting that the new website looked good.

#### 4. Adjournment

The meeting adjourned at approximately 6:18 p.m.

MOTION: A motion was made by Mike Lester, seconded by Richard Carter.

##### **Move to adjourn**

The motion carried by the following vote:

**Aye: 5 -**

Scott Eudey, Johnnie Parks, Mike Lester, Richard Carter, Craig Thurmond

Attest:

---

Mayor

---

City Clerk