1. CALL TO ORDER AND ROLL CALL

Shah called the meeting to order at 6:03 p.m.

2. ADOPTION OF AGENDA

RESULT: ADOPTED [UNANIMOUS]
MOVER: Patrick Murray, Internet
SECONDER: Gina Yacone, Board Member
AYES: Cillay, Shah, Runy, Yacone, Rudell, Murray
ABSENT: Monney, O'Cain, Kohn-Johnson, Cavicchi

3. APPROVAL OF MINUTES

3.1 Information Services Advisory Board - Advisory Board Meeting - Nov 4, 2019 6:00 PM

RESULT: ACCEPTED [UNANIMOUS]
MOVER: Gina Yacone, Board Member
SECONDER: Kate Runy, Board Member
AYES: Cillay, Shah, Runy, Yacone, Rudell, Murray
ABSENT: Monney, O'Cain, Kohn-Johnson, Cavicchi

4. OLD/NEW BUSINESS

4.1 Branding
Speaker: Sean Stegall

*Cavicchi and O'Cain arrived at 6:04 p.m.*

Stegall discussed the next phase of the Town’s branding effort. He asked members to consider joining the Branding Committee of the Economic Development Committee. He stated he hopes to recruit three ISAB members.

*Kohn-Johnson and Monney arrived at 6:09 p.m.*

Stegall provided the following information regarding the branding initiative,

- The brand development started with a community asset survey. The consultants spoke with people who live in Cary, visit Cary, and who know of Cary. Cary’s scores were significantly higher than any other client they have had. However, there were some missed opportunities that were pointed out.
- The runner-up branding consultant company, Big Fish, may be used for their creative talent in the next phase of the process.
Stegall estimated the Branding Committee meeting on a monthly basis for about a year.

The following members indicated they were interested in representing the ISAB on the Branding Committee:
- Fletcher O’Cain
- Gina Yacone
- Patrick Murray

Bush asked if members could participate electronically if they couldn’t make a meeting. Stegall indicated they could due to the informal nature of the committee.

Stegall instructed members to email Strickland if interested.

311 Update

Stegall stated staff is being diligent in how they roll out 311’s communication plan. He mentioned staff would be returning in February to present the plan.

Wes Everett provided a brief update on 311 since launching on January 2, 2020. He shared the following information:
- Staff implemented over 130 changes on the website, including creating a 311 page.
- You can reach the 311 team by calling, by submitting a request on the web and by tagging 311Cary on social media.
- The Town currently employs 11 citizen advocates in the 311 center.

Members provided the following comments (unless otherwise stated):
- Bush stated there is confusion over the term “advocate.” She suggested calling it citizen service or citizen experience.
- Asked if they have seen any trends.
  - Everett responded that they are tracking the requests that come in through Salesforce and the Cisco phone system.
- Bush asked if cases from SeeClickFix are going into 311.
  - Everett answered no. Staff stated they could look into this.
- Suggested monitoring multiple hashtag variations of Cary311.
- Asked if citizens can still walk-in for assistance.
  - Everett stated that won’t go away.
- A member stated they would like to see the trends in the future.
- A member mentioned they are interested in how staff handles the duplication of records.

4.2 Triangle Esports Championship

Speakers: Doug McRainey, Dwayne Jones

Staff shared a PowerPoint presentation attached to and incorporated herein as Exhibit A. McRainey and Jones provided the following information regarding the upcoming Triangle Esports Championship in Cary.
- The Town is interested in potentially developing an indoor sports center. Staff would like to make it as multi-purpose as possible with the capability of hosting esports events.
- The Triangle Esports Championship will take place at the Herb Young Community Center. It will be a 3-day event.
- Anticipated attendance: 1,000-1,500
- Added games for the tournament

Bush suggested doing something philanthropic. She mentioned attendees could donate either cash or equipment.
Members provided the following comments (unless otherwise noted):

- Bush stated it would be interesting if you captured the demographics with the tickets.
- Suggested letting surrounding businesses know of the event as it will have an impact on traffic.
- Asked how much the Town is making on this venture.
  - Jones answered the Town is just hosting this year. The nonprofits will be the benefactor of the event.
- Asked if there is a social media plan.
  - Jones stated Capital Broadcasting has managed most of the marketing. However, the Town will supplement their efforts.
- Suggested having IT staff at the event.

McRainey encouraged members to attend and provide feedback. He stated he would provide members a pass if interested in attending.

4.3 2020 Work Plan
Speaker: Mehul Shah

Raimundo presented staff’s proposed 2020 work plan attached to and incorporated herein as Exhibit B. She explained staff divided the board’s topics into months but mentioned staff would like to revisit the work plan on a quarterly basis.

Bush suggested adding an update on apps to the watchlist items. “Website and Apps.”

Members made changes to staff’s proposed work plan and agreed to revisit the work plan in April. Bush suggested dedicating five minutes at the end of the meeting to discuss the upcoming agenda.

O’Cain made a motion to approve the board’s 2020 work plan attached to and incorporated herein as Exhibit C. Monney provided the second.

RESULT: APPROVED [UNANIMOUS]
AYES: Cillay, Monney, O’Cain, Kohn-Johnson, Shah, Runy, Yacone, Rudell, Murray, Cavicchi

Murray made a motion to change the agenda template to include website and apps under the watchlist items and to add time to review upcoming agenda. Yacone provided the second.

RESULT: APPROVED [UNANIMOUS]
AYES: Cillay, Monney, O’Cain, Kohn-Johnson, Shah, Runy, Yacone, Rudell, Murray, Cavicchi

5. CONSIDERATION OF WATCH LIST ITEMS

a. Website
   None.

b. Environmental Communications
   Bush encouraged members to provide feedback on the Cary Collects App. She shared people are confused why their gabled milk cartons are no longer recyclable. Bush suggested adding some sort of other communication to let the public know when something changes. A member suggested adding a tip when sending reminders in the app.

c. Social Media
   None.
d. Downtown
Bush shared the wrapping of the parking deck will come to an upcoming council meeting as a public hearing item.

e. Innovative Ideas
Bush shared she is interested in going to South by Southwest.

6. COMMENTS

a. Council Liaison
Bush provided the following comments:
   - Raimundo was named the Clean Tech Champion of the Year.
   - New Council Member, Ya Liu, was sworn in on December 12.
   - The Council retreat is scheduled for the first week in March.
   - There is a proposal for a new board that will focus on transportation and mobility.

b. Staff
Strickland announced that the annual board mingle is being scheduled for the end of February.

c. Citizens
None.

d. Members
Monney shared that the apple watch can take your sugar level. Murray added that a city in the UK connected apple watch notifications to their 911 system.

   Cillay shared it is recommended that you write out the year 2020 on legal documents.

7. COMING UP

a. Next Meeting: February 3, 2020, 6 PM

b. Upcoming topics: 311 Communication Plan, 2020 Census

8. ADJOURNMENT

RESULT:  ADJOURNED [UNANIMOUS]
MOVER: Mehul Shah, Board Member
SECONDER: Gina Yacone, Board Member
AYES: Cillay, Monney, O'Cain, Kohn-Johnson, Shah, Runy, Yacone, Rudell, Murray, Cavicchi
Triangle Esports Championship
GOALS

• To capitalize on the current popularity of Egames
• To learn what is needed to support Esport programs & tournaments
• Create Safe Esports Ecosystem
• Establish grassroots Esports for the Triangle/NC
February 7-9
Herb Young
Community Center

3 Day Event
- Friday Night Gaming Event
- Free Play Every Day
- Taste of Comicon
- Anticipated Attendance 1,000-1,500
2020 Tournament
Includes:

- Fortnite
- Super Smash Bros. Ultimate
- Rocket League
- Street Fighter
Jatovi McDuffie
Managing Director
Triangle E-Sports Championship

Attachment: Exhibit A: Esports Presentation (Triangle E-Sports Championship)
Entry Fees

- Daily Ticket $30
- 2-day Pass $55
- VIP Weekend $150
  Includes shirt, VIP Bag and entry to all four tournaments
SPONSORS

- Lenovo
- TourTech
- Capital Broadcasting
- Greater Raleigh Convention & Visitor’s Bureau
In Preparation fo the Future.....
The End.....
Staff’s Proposed 2020 ISAB Work Plan

January
- Adopt the work plan
- Sean’s presentation re. subcommittee for branding
- Triangle E-Sports Championship – Maybe Doug M.
- Drones Policy Review and Updates – Anthony Campbell, Terry

February
- PRCR Salesforce Update – Luke Guthrie
- Alexa and Google Skills – Nicole
- April Fools Discussion – Jennifer W. attending

March
- 5G Update (911) – Nicole, Terry
- Downtown Park Tech (parking, webcam) – Nicole, Terry, Doug M.
- HOLD IF NEEDED – April Fool’s social media

April
- 311 Update – Wes
- Work Plan Quarterly Discussion
- HOLD – 2020 Census Communication Update

June
- Emerging Technology with 150th celebration

July
- Cyber Security Plan

August
- Annual report plan

September
- Annual report discussion and adoption
Information Services Advisory Board

2020 Work Plan

Adopted: January 6, 2020

Top 3 Highlights:
▪ Branding
  o Promoting Cary
  o Why people live here/marketing
▪ Communication
  o Citizen Services
  o Application Consulting
  o Email Strategies
  o Infographics
▪ Emerging Technology Awareness
  o Cyber Security and Privacy
  o Drones
  o Esports
  o Virtual/Augmented Reality

January
▪ Adopt 2020 work plan
▪ Branding
▪ Triangle E-Sports Championship

February
▪ 311 Update and Communication Plan
▪ 2020 Census Communication Update
▪ Emerging Technology with 150th celebration
▪ April Fools Discussion
▪ Alexa and Google Skills

March
▪ 5G Update (911)
▪ Downtown Park Tech (parking, webcam)
▪ April Fool’s social media continued
▪ PRCR Salesforce Update

April
▪ Work Plan Quarterly Discussion
▪ 2020 Census Communication Update
▪ Drones Update

May
▪ Branding
▪ Regional organizations – RiOT, Clean Tech Cluster (CTC)
▪ Connected vehicle (how disruptive technologies impact Town of Cary)

June
▪ Different meeting location
▪ Annual report draft presentation

July
▪ Cyber Security Plan

August
▪ Social Media Plan
▪ Annual report plan

September
▪ Annual report discussion and adoption