

Shutesbury Web Committee - Joint meeting with Selectboard Meeting Minutes 2016-10-19, Town Hall

Members Present: Paul Vlach, Michael DeChiara, Jamie Malcolm-Brown, Susie Mosher, Fred Steinberg

Selectboard members: Michael DeChiara, Melissa Makepeace, Mike Vinskey

Others: Town Administrator Becky Torres, Leslie Bracebridge

1. Selectboard called to order at 7:01 pm
2. Web Committee called to order, 7:06 pm
3. Michael D. suggests combining agenda items 1,2,3
 - a. Discuss "Digital Communications", policy examples. Town of Arlington, policies for web site, social media, email. They have a Public Information Officer for quality assurance, review.
4. Susie M. brings up discussion/concerns re expectation of volunteer committee/board member responsibility for checking, responding to emails. Need to set or manage expectations of citizens who try to contact committee members.
5. Michael D. - current web policy is too old, restrictive. Basically outdated, needs to be improved or rescinded.
6. Becky T. - Mass. Municipal Association has example policies plus tools to create new policy.
7. Mike V. - Should all electronic communication going out from town be managed, consistent, checked? Even if there's a policy, how is it/will it be enforced?
8. Discussion of web policy vs how things are actually done now. Should there be a sub-committee to craft new policies? Bring recommendation to Select Board.
9. Paul V. - Proposes that a policy for use of town email be created. Select Board to approve and inform Web Committee of the policy. Select Board should model use of new communication tools - i.e. use newly allowed tools (e.g. Nextdoor Shutesbury) to communicate.
10. How/when to clean up/purge old information from the web site? Suggestion is that when Web Committee finds outdated information, they will notify relevant committees, offer them the opportunity to do the adjustments themselves. If they decline, or fail to update their pages, then the Web Committee will clean up pages as part of the whole site revision.
11. Web Committee to create draft updates to the existing web site policy, and subscribed town announce email policies, and submit them to the Select Board for their review and approval.

Minutes by Fred Steinberg