



DATE POSTED: 8 / 9 / 2013
TIME: 11 : 30 AM
BY: I.B

POSTED IN ACCORDANCE WITH THE PROVISIONS OF MGL 30A §§18-25

Web Committee

Name of Committee

Place of Meeting: **Town Hall** Room Preference: **Upper level South Room**

Tuesday **August** **13** **2013** **7:00 PM**
 Day Month Date Year Time

Cancelled
 Meeting of: _____ Postponed to: _____
 (Leave this line blank if the information does not apply to the meeting listed above)

AGENDA ATTACHED OR SUBJECTS TO BE DISCUSSED LISTED BELOW:

1. Approve Minutes of previous meeting(s): **May 7, 2013** pre-approved and attached.
 Meeting Date(s). Attach minutes if available.

2. Old Business Topics:

3. New Business Topics:

- A. Move town email off of the Web Intellects server to maybe Google aps/gmail?
- B. Change announcements to a marketing email such as <http://mailchimp.com>?
- C. Subscribed Email Announcement List Policy and **Instructions** Review:
 - a. If changes are made above, make any corresponding changes to policy and/or instructions.
 - b. Either delete entire sentence in announcement policy: "If approved and sent out, a copy will be provided to the Town Clerk, who will post written copies at the Town Hall and the Spear Library, as this is no longer happening. Or, change second half of the sentence to "...who will make copies available to those without access to the Internet or email services."

4. Topics that the Chair did not reasonably expect would be discussed 48 hours in advance of the meeting:

Posted by: *Ashley D. Amelunge*, Secretary of the Day
 Signature

Date: 8/9/13

Fragrance Free Event

Web Committee
May 7, 2013 Meeting Minutes

Members Present: Chairman Fred Steinberg, and Members: Willa Jarnagin, Paul Vlach and Leslie Bracebridge.

Meeting opened at 6 PM by Chairman Steinberg.

Topics Discussed:

1. Annual review of website and announcement policies: No changes made.
2. Draft notice to public officials with ages on the web site.
 - a. Fred will firm up the wording and send out.
 - b. Paul and Leslie will coordinate distribution of the finally worded document.
3. Discussion concerning limitation of editing to only the page(s) the editors are responsible for concluded with agreement that while the option is available to apply if needed, it does not seem necessary at this time.

Meeting adjourned at 6:37 PM

Respectfully submitted,

Leslie Bracebridge

Town of Shutesbury Subscribed Email Announcement List Policy

These guidelines will govern the preferred process of using the subscribed email notification system available to all resident and non-resident interested parties, through an option on the town web site, www.shutesbury.org (<http://www.shutesbury.org/>)

Subscribed email announcements will comply with the web site policy. The intent of this policy is to maintain full and open disclosure of such announcements and responses to those announcements, and provide reasonable access to those without access to the Internet or email services.

Emails sent out through this system will go to all current subscribers on the list. That list is subject to public record laws and is available to anyone who requests it. The Selectboard designee(s) shall review the mailing before it is distributed. If approved and sent out, a copy will be provided to the Town Clerk, who will ~~post written copies at the Town Hall and the Spear Library.~~ Copies will also be made available on the town web site.

make copies available to those without access to the Internet or email services

How to send a message out to the Announcement List

The town subscribed email list is maintained by the Web Committee. The Committee encourages the use of the email list to get the word out on items of interest to all town residents. It is an excellent vehicle to put out short-notice info, timely reminders, or helpful tips from your board, committee, or department.

The role of the committee is only to assure the messages get out in a timely manner, and comply with the town website and email policies established by the Select Board.

The web committee will not compose your messages for you. You must create the wording as you wish it to appear.

Submitted emails must comply with the town web policies, and:

- must be from a recognized town entity.
- must be factual in nature - not attempting to advocate a position or vote.
- may announce an event, information, solicit info or assistance, etc.
- should be text-only content. (May contain links to government websites.)

To submit your message, send it in an email **To: announce @ shutesbury.org** and **CC: web @ shutesbury.org**. Your message will be held until approved, and then sent out to the list. (Please be sure to CC the web committee so we'll know a message is waiting for approval.) As w/any email message, please include the following information:

- Subject: (short topic title)
- From: (name of entity and/or person providing the information)
- Reply to: (valid email address and/or name and telephone number for follow up questions about the message)

If approved, your message will go out exactly as sent. The list administrators can only approve or deny the posting, but not edit it - so if you have any questions, please put them in a separate message.

Process: The email will be reviewed for compliance. You should plan on checking your email for any questions or requests for clarification from the web committee. If everything is in order, your message will then be rebroadcast to the email list and you'll see your message as it was submitted. This usually occurs within 24 hours.

Thank you for using the list, and Happy Emailing!

Shutesbury Web Committee