

Draft Minutes from Web Committee Meeting, 9/8/15 7:30 pm

Attending: Fred Steinberg, Chair; Michael DeChiara, Selectboard liaison; Jamie Malcolm Brown, Paul Vlach, Willa Jarnagin, Susie Mosher

Agenda:

1. Membership, Organization, Reorganization
2. Discuss Responsibilities - who does what for maintaining / updating site
3. Review of website - platform, design, evaluation of effectiveness
4. Process / ease of posting agendas and minutes by committees
5. Town email addresses
6. Consideration of use of Google for government and use of Google Drive
7. Date of next meeting (Quarterly?)

1a. There was discussion about whether Leslie Bracebridge should be re-appointed as a member of the Web Committee. Susie Mosher was appointed to replace Leslie because Susie is the new Town Clerk and has multiple interactions with the website through the Town Clerk web page, posting meetings, posting minutes and updating contact information. Leslie's role, experience and history with the committee was discussed. Pending Leslie's interest, the committee asks the Selectboard to appoint her to the Web Committee as a voting member. Voted: 4 yes 1 abstention

1b. There was a discussion about whether Michael DeChiara should be on the Web Committee in a liaison role or as a voting member. Michael's interest and familiarity with use of the web for creating better avenues of information and communication was considered. Barring Selectboard's objection, the committee asks the Selectboard to appoint Michael DeChiara to Web Committee as voting member. Voted: 4 yes 1 abstention

1c. Nominated and approved: Paul Vlach as Chair, Jaime Malcolm Brown as vice-chair, and Fred Steinberg as the Web Master of the Web Committee. Voted: 5 yes

2a. We Discussed the process to get a new page onto the website when needed. When a new entity requests a web page or wants to be listed on the contacts page, the request should be directed first to the Town Administrator who will then direct the request to appropriate existing town body or representative. When the content has been discussed, the Web Committee can help walk through creating the web page. This would not require a vote from the committee.

2b. Members of the committee can make updates to the content of pages regarding informational changes such as membership, contact numbers, etc.

3a. A review of Drupal platform was generally positive. The 8.0 version will be out soon and there should be some wait time to see if any fixes are needed before deciding about updating to this version. Jamie Malcolm Brown will do the updating if approved.

The current website design is seen as accessible, the menu system a little cumbersome and it is not a responsive design.

3b. There have been articles in the town newsletter directing town boards and committees to check their page for outdated information but many pages remain unchanged. Other forms of contact through the town email addresses have not been successful. It was noted that the membership and the chair position change frequently, making maintaining contact difficult. Susie represented a concern that committee volunteers are focusing their time and effort mostly on their committee work and that is a lot to ask of volunteers. But needing to communicate that work and involving the community at large is also part of building a vibrant and engaged town.

3c. A system of sending out an all boards email to each committee's email address, which is then automatically forwarded to the personal email address that each committee and board deems as their contact person seems like it will improve the communication loop with town officials.

3d. At the upcoming All Boards Meeting in October, the Web Committee can support the Selectboard's goal of increasing communication by setting up email forwarding, so mail to the committee's "shutesbury.org" address is automatically forwarded to the preferred email address of one or more established contact people on each board.

4a. The use of the webpage for posting meetings is quite varied. Some committees do not have or want their minutes on their web page for a variety of reasons. As town clerk, Susie keeps a binder for each committee's posted meeting agendas and minutes. Some committees posted their meetings on the web but forgot to send the minutes to the Town Clerk's office. Susie Mosher is willing to post any minutes a committee would like to include on their web page as part of the process of receiving minutes for the town records. This may streamline the process for committees.

4b. The concepts of "tags" and the possibility of having a minutes page was brought up. This idea will be further discussed at future meetings that consider website design.

5. Some of the discussion around town email addresses was discussed in 3c.

6. It was agreed that there are enough free Google "shutesbury.org" addresses available for now to not require a budget item for more addresses. The cost was guessed at \$5/mo. per additional address. Forwarding messages instead of separate accounts is another way to avoid the costs.

There was some discussion about what information is engaging to the community and what role the town's website might play in engaging the community in an awareness and participation in the Town. Should there be a community bulletin board or Classified page on the web site so that citizens can check in on more current community information? Does Next Door Shutesbury fill this need? Should town committees be encouraged to

put more information on that public website? Is there a role for caution about uses of the town website and what is the balance of being more interesting versus less relevant?

7. The date for the next meeting is Tuesday, October 13 @ 8:00 pm. Items on the agenda so far:

Members should look over the website with an eye for improvements

Consider a survey of the traffic the website gets and what citizens may be looking for

Prepare for October's All Boards Meeting

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Addendum below this point to be attached / included in Web Committee Minutes of 9/8/15 meeting per vote of approval of those 9/8/15 Minutes.

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Below is an excerpt of the document posted on the Shutesbury MA website, at this address:

<http://www.shutesbury.org/sites/default/files/150915%20SBMinutes%20Final.pdf>

It contains the full text of the meeting minutes pertaining to Web Committee discussions.

Shutesbury Select Board Meeting Minutes September 15, 2015

Shutesbury Town Hall

Select Board members present: April Stein/Chair, Mike Vinskey, and Michael DeChiara

Staff present: Becky Torres/Town Administrator; Linda Avis Scott/Administrative Secretary

Stein/Chair calls the meeting to order at 6:38pm

2. Select Board Liaison to the Web Committee: DeChiara reports that he attended the last Web Committee meeting as the Select Board liaison - Steinberg wanted to step down as Chair of the Committee, Paul Vlach was voted to be the new Chair and Jamie Malcolm-Brown will be the Vice-Chair. DeChiara: the Committee discussed Leslie Bracebridge's membership on the Committee; the question is, was she on the committee as Town Clerk or as a person. Torres: the position is listed as the office/Town Clerk. DeChiara: the Web Committee voted to ask the Select Board to appoint Bracebridge, the person, to the Committee; also, the Committee considered DeChiara's non-voting position as Select Board liaison and voted to ask the Select Board to appoint DeChiara, the person, to the Committee as a voting member; if not, DeChiara will remain a liaison. Stein asks for the Committee's original charge. Torres: has not been able to locate the original charge; the available binder of charges is incomplete; the Town Clerk is the only positioned person listed as an appointment to the Web Committee. Stein confirms with DeChiara that current Town Clerk Susie Mosher was present for the meeting. Torres: if Bracebridge/former Town Clerk were not a member of the Committee, it would allow Mosher to take her place as Town Clerk and add the Town Clerk open meeting law perspective. DeChiara, conveying for the Committee, often committees oversee their

membership, why would the Select Board decide who the members of the Web Committee are? Torres: the Select Board has been very supportive about committee membership; in this case, it would be like having two Town Clerks on the Committee. Stein: we need to support Mosher in her new position. DeChiara: it seemed like the Committee wanted Bracebridge for her historical presence on the Committee. Torres: Steinberg and Vlach are the technical experts on the committee. Vinskey asks why the Board would disapprove of someone volunteering to be on a committee; is concerned about setting a precedent. DeChiara: Mosher will be aware of changes in Open Meeting Law. Torres: typically, the charge has a membership number, which was most likely five; adding DeChiara and Bracebridge would make it seven. DeChiara: since we don't have a current charge, the Select Board could re-create the charge; suggests the Committee may need seven members and that the name of the committee be changed to "Electronic Communication." Torres: the Committee has been in existence for about twelve years. DeChiara notes the changing nature of communication. Stein: we need to ground more in current reality. Vinskey: we need to support those willing to volunteer for committee work. DeChiara: could we do a three-month appointment? Torres: it would be an annual appointment. DeChiara: both Committee recommendations were unanimous excepting Mosher's abstention. Torres: suggests Bracebridge be appointed once she is able to catch up on prior Select Board work. DeChiara: his concern is on behalf of the Committee and its need for members. Stein: the Select Board needs to express their support for Mosher in her role as Town Clerk; the Select Board is the appointing authority and work is owed to the Select Board. Vinskey notes the need for work to be brought up to date and that the Select Board does not want to over burden Bracebridge. Vinskey: how shall we proceed? Stein will speak with Bracebridge and follow up with Vlach/Chair. DeChiara notes the need for timely communication. DeChiara moves the Select Board approve Bracebridge's membership to the Web Committee pending completion of the Select Board meeting minutes. The motion is seconded and all Select Board members agree. Stein: DeChiara would be a good asset to the Committee. Vinskey motions the Select Board appoint DeChiara as a voting member of the Web Committee. The motion is seconded and both Stein and Vinskey agree. DeChiara abstains. DeChiara referring to his 9.11.15 email to the Select Board and Vlach: most committees have their email set up as "committee @ Shutesbury.org"; "police chief @shutesbury.org" forwards to his personal email account; another example, the FinCom does not check their Town email account, so, forwarding to a personal email would ensure receipt of emails. Vinskey: how would this work? DeChiara: there needs to be at least one person on the committee managing the town email for that committee/board; it is a reasonable expectation that emails are received; we are eligible to use some Google systems for free. Torres: the Our Town newsletter has contact phone numbers, no email addresses. DeChiara: per Vlach, there is a need for privacy protection. DeChiara: the Select Board could present this concept at the All Boards Meeting; the Web Committee will meet before All Boards and may have something to offer about posting meetings/agendas. DeChiara: Willa Jarnagin/Committee member designed our web user interface; the Committee will discuss web platforms, such as Drupal, and perhaps upgrade the Town website next year. DeChiara briefly explains how websites work; there could be one link for all of a committee's minutes. Torres: we need to improve the posting tool for agendas and minutes. DeChiara: there is a need for folks to know that they can reach someone on a committee. DeChiara: do we like the idea

of asking each committee to have email from the Town address forwarded to one member's personal email? Stein notes the importance of no online deliberation. DeChiara: can we make this a requirement? Scott notes that some committees, i.e. Conservation and Zoning, have staff managing their email. Vinskey: if it goes to a private email, what about open meeting law and public documents? DeChiara: it is worth having a discussion about "Google for Government" which would cost \$5/person/month. DeChiara: can only ask for what is easy to do at this point. Vinskey confirms that recommendation #2 regarding a Town committee "classified page" is pending.  
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