

Web Communication Committee - Minutes for July 1, 2020

Present: Susie Mosher, minutes taker, Gail Fleischaker, Fred Steinberg, Jamie Malcolm Brown, chair and Jill Buchanan

The meeting convened at 7:10 pm. Minutes from the 4/22/2020 meeting were approved.

Introductions were made with a new member, Jill, on board. Jill's background with Marketing and Communication will be a wonderful addition to our committee.

Jamie raised the discussion of what were some of the current web issues and needs. Susie noted that the website is now the main communication tool during the Covid-19 pandemic. With the doors of Town Hall closed we have moved the main tool of communication from printing to posting on the website and made meetings reliant on Zoom. The public will have to be much more dependent on the town website for information.

Current website issues are:

Need for easier navigation on the website for the public

1. More productive searches
2. Menu presentation
3. Seamless access to town calendar, etc.

Difficulties on the backend are:

1. Balancing the format of the pages to enable tags to simultaneously post information in all places needed, and standardizing the pages so editing them is less confusing and searches are helpful.
2. How to train new members to edit and update the content correctly.

With our new member we reviewed the resources and the process to make needed changes.

1. Differentiate between making content changes that have been agreed upon – don't need a meeting, vs suggestions for new changes that have to be discussed in an open, posted meeting, as per Open Meeting Law.
2. Money available to contract for services – pros and cons, work involved, time frame
3. Compare to other town websites
4. The Dev/Test/Live levels of our website allow for experimentation
5. List of tasks that need to be done either in-house or contracted out. Review past minutes for identified tasks
6. Consider if should we work on the current site to complete changes that were started or decide the platform is not working and start over.
7. Jill will explore the Test/Live sites to familiarize herself with current structure and to identify potential problems in backend efficiency and/or content transparency.

At this time, it looks like we will try to complete some of the changes to make them more functional.

Some specific steps to make needed changes are:

1. Jamie will write up specific How To steps for tasks Jill and Gail to do.

2. Make a user's manual/video with screen shots for tasks committee chairs and boards need to take care of i.e. change of membership, email headers, page updates familiarizing new members to MTG. Town Clerk can notify them when these updates are needed and direct them to the how-to manual or video. A How-To tab can be put on the website as well.
3. The Select Board can reinforce the message to all town officials the necessity of using the website and keeping this kind of communication up to date to all.
4. Some webpages can be revised (e.g., Newsletter) to archive information in the same way the minutes are archived and accessible.

The committee nominated and voted Gail Fleischaker to become the new chair of the committee. She will be responsible for creating an agenda to post for meetings at least 48 hours before the date of the meeting and for drafting and submitting an article for the Annual Town Report.

Susie Mosher is no longer the Town Clerk so she is leaving this committee. It has been fun. She will talk to Grace about joining this committee.

The next meeting is scheduled for Wednesday, July 29 at 7 pm. It is likely to be a virtual meeting.

Meeting adjourned at 8:30 pm