

Shutesbury Web Communications Committee

Meeting minutes: November 18, 2021

Meeting called to order at 7:03 pm

In attendance: Grace Bannasch (Town Clerk), Gail Fleischaker (Chair), Jamie Malcom-Brown, Fred Steinberg

OLD BUSINESS

1. Report (Grace): status of Shutesbury's getting a .gov domain
Viewed application for .gov domain. Need to decide if we want both Shutesbury.gov and shutesbury.ma.gov
Tied question: need to change Town email addresses from .org to .gov
2. Report (Jamie): is Shutesbury eligible for non-profit fees for use of @shutesbury.org addresses for Town volunteers?
Not eligible as municipality. Grace will email Town Clerk Association to see what email addresses are used.
3. Report (Fred): does Crocker offer an email service for Town volunteers: no response from Crocker
4. Report (Fred): do we want to move Town mailing list to TinyLetter?
MailChimp has extra stuff we don't need. TinyLetter has no monthly cost.
Fred will try some test announcements to check ease of sending and clarity of instructions on sending at Tiny Letter.
5. Report (Jamie): changing "Association" linked in Contact List
Even if it's possible for Jamie to program an end-run re Contacts, it's not fair to ask a volunteer to undertake this depth of work. We should consider Susie's earlier suggestion of hiring a Drupal programmer to make this and other structural changes.
Gail will send Jamie a list of proposed changes for him to estimate hours labor — and find approximate \$/hr rate at which Drupal programmers are paid. WCC will define the project definition and cost at a later meeting.

NEW BUSINESS

1. The draft WCC submission for Town Annual Report was brought up on screen share.
Approved unanimously for submission.
2. Gail referred to general problem of tracking Town policies; Grace is trying to track committee policies (Web Committee's updates will start that process). If we are to post policies on the Town website (as done for Bylaws), need first to determine the current status of each. Do any of them have a sunset built in? How to determine if amended/updated since their adoption (e.g., Non-Discrimination in 1999)?
- 2a. Draft of proposed revision to Web Site Policy was brought up on screen share.
Discussion centered on question of external links.
Approved unanimously as amended. Gail will take to Select Board for approval.

2b. Draft of proposed revision to Subscribed Email Announcements List was brought up on screen share.

Discussion centered on question of Committee not having/taking authority to approve messages.

Approved unanimously as amended. Gail will not take this revised policy to the Select Board until decisions have been made as to mailing list service being used.

3. Search function on the Town website

Problem: Search results = behind-the-scenes taxonomies, which often contain old/inaccurate/unfinished pages, published but not linked.

Solution: don't change Search function, but clean up taxonomies and delete orphan pages

Moved and seconded to approve minutes: Approved unanimously.

Moved and seconded to close meeting: Approved unanimously.

Meeting closed at 8:37 pm.