Web Committee Meeting February 1, 2017

Present: Fred Steinberg, Jamie Malcolm-Brown (Vice Chair), Michael DeChiara, Susie Mosher (note-taker) Absent: Paul Vlach

Meeting began @ 7:09 Jamie Malcolm-Brown led the meeting. Minutes from 10/17/16, 11/16/16 and 12/21/16 were approved.

The URL for Shutesbury.org was renewed for a year; good until 1/29/18.

Fred will work with Tom Harding to facilitate his use of town gmail address. Tom has been using spd.221@gmail.com because he was more familiar with it. The concerns about security, accessing and archiving emails and public record requests led to the recommendation by the Web Committee and the Select Board that all town employees use the town gmail addresses, @shutesbury.org.

The Select Board approved the Web Committee change of name to: Web Communications Committee. Select Board also approved the Web Site Policy and the Subscribed Email Announcement List Policy.

The Digital Communication Policy was drafted by MD based on information from MMA and other towns' web sites. This will be a muti-purpose group with members from Select Board, Web, and Finance Committees, with the Town Administrator and Town Clerk and 5- 10 community members. This will require some PR efforts to recruit people with interest and expertise.   There will be working sub-groups and tasks will be time limited instead of open-ended.

MD has continued the page clean up in preparation for migration to the new Drupal 8 platform. There was a discussion around balancing the uniformity of how the pages look, what committees want, town expectations and volunteer involvement. When the tagging function becomes operational, some of the concerns for users and volunteers will be met.

JMB said that the migration to new Drupal is looking pretty good. Most features look like and work like the last version. He will be testing out the operation on different devices, such as smartphone.   Search bar, the forms and process to do tasks such as posting minutes are also being worked on.

Uses of the website's Home page were discussed. SM suggested a Bulletin Board feature. There could be a simple form for the information submitted to the Town Clerk or Web members. The information can be appropriately tags, and all news items would have an automatic expiration date to keep the page fresh. The Home page could use an advertisement of this service. It also needs a message explaining the revision process and apologizing for any inconvenience.

The meeting adjourned at 8:40.