

Web Communication Committee - September 6, 2017

Attended: Susie Mosher, Michael DeChiara, Fred Steinberg and Jamie Malcolm Brown

Minutes by: S. Mosher. Meeting convened @ 6:35

We reviewed the Home Page

Took out extra Welcome heading

Could use less white space; adjust spacing between entries

Need to evenly space items in the menu bar

New sections for Updates and Information

Updates will be news content that is put up on the home page by any committee or board, has expiration date, and will appear simultaneously on the appropriate web page as well. Jamie is working on this linking.

Should Updates use a More... feature - less print appearing instead of the whole text?

Update news items on home page will be in chronological order. On the committee's web page, the committee member can decide where to put the news item using a content box at the top of the main body section.

We will work on introduction and instruction as the public relations for this feature when it is ready. The information will be emailed, printed and included in a tab on the website.

Information at the bottom of the home page – a separate section that is quick access to frequently sought information that does not expire and is linked to the appropriate web page. For example – Recycling, Tax Collector, List of Appointed and Elected officials and getting on Fire Dept. Emergency call list.

The box on the right side had information we decided to take out.

Other fixes:

Each Committee and Working Groups have a single entry under Committee/Board heading and are listed in alphabetical order.

When Record Storage Advisory Committee, Historical, and Native American Preservation Working Group committees get formed we can add them to the contact and committee lists and encourage them to make a web page.

Susie will design a new resident page with welcome letter, forms, etc. to put on the website. Maybe a reference or link to it will be on the front page in the information section.

Susie presented a list of 39 names from the Resident list that showed some occupation that might include web/software experience. None of them were known to the group. We picked 10 to send letters to in our effort to increase our committee membership.

There should be a specific page or section for Volunteers. Our THANKS, information on Public Record Guidelines, Open Meeting Law, Conflict of Interest Law and training certification, Annual Sign off for receipt of materials, getting sworn in, etc.

This page can include instructions for setting up a town related gmail account so that Public Record emails can be segregated. Due to the limited shutesbury.org account we have, we are looking to design our own standard email addressing system, shutesburyplanbd.mdefant@gmail.com that we can assign to each committee members and keep the password. The system would automatically forward to an address shutesburypublicrecord@gmail.com for both received and sent mail so I will receive all communications and sort them for public record requests. Michael will work on the design and presentation of this.

The next meeting is scheduled for Wed. November 1 @ 6:30 pm. Our meeting adjourned at 8pm.