

Web Communications Committee Minutes for April 11, 2019

Present: Jamie Malcom-Brown, chair, Fred Steinberg, Gail Fleischaker, Susie Mosher, minute taker

Absent: Michael DeChiara, Stephen Grettenberg

Approved minutes of 1/16/19 as written.

Gail went through a lot of the website, figuring out how pages, links and information are/are not working. We reviewed the structure and use of tabs on the Town website.

- Some links are broken and do not send the user to usable information. “Subscribe to...” messages often do not work
- There are multiple categories of content – Information/Resources, News, Minutes, Page that may be confusing to posting content
- To citizen users, the taxonomy page may seem to dead end the search for information. Taxonomy is the system that is behind the scenes for tagging and making information searchable. Can the taxonomy information be hidden from user view to reduce confusion?
- Some information listed as part of a page and might be better presented as its own page, (example: Newsletters)
- Might searches for bylaws and agendas be organized the same way as minutes – that is, with a single search page that lists committees/board to select, rather than simply a list of bylaws to scroll through?
- Drupal is supposed to be made easy to update using the taxonomy
- Redundancy can be confusing to users
- “Read more” label sometimes does not offer more to read so it is misapplied. Where/how can it be removed?

We reviewed the Town of Amherst website and their tab system presentation. We like the horizontal orientation instead of vertical list and noticed the icon sub-tabs at the bottom that seem useful.

The committee agreed that Gail has identified problems that need to be solved and she is willing to add/develop/revise pages that she finds need fixing. Jamie will give her the development site address so she can practice and learn some of the ins and outs, and unintended consequences before the changes go live.

With this effort by Gail, discussion of a list of responsibilities and outstanding tasks for the Web Communications and other IT issues and advocating for an IT consultant position did not go forward. Jamie is going to check in with Stephen Grettenberg to see if he will manage Drupal security updates. Whether Michael or Stephen want to remain on the Web communications Committee as members (and part of the quorum), has not yet been resolved.

In our discussion about community events that should be able to post on the town website, we agreed that if there is a town board or department that is sponsoring the event, it can be listed on the Home page of the town website.

We looked over two charts – one Town Organizational, one showing the interconnection of current boards and departments. Some edits were suggested.

We are back to meeting on the 2nd or 4th Wednesday of the month. The next meeting is scheduled for Wednesday May 22 at 6:30.

Our meeting adjourned at 8:10 pm.