<div align="center">**Shutesbury Web Committee**
Minutes of February 3, 2014 meeting</div>

Present: Chairman Fred Steinberg, members Paul Vlach, Leslie Bracebridge and Willa Jarnagin
Meeting convened at 7:11 PM at the Town Hall.

1. Drafted a one page handout which Leslie will put out at the All Boards Meeting tomorrow night at the elementary school. She will be present, but the rest of us could not make it, and we felt that a typed summary would serve to update the others, and they could review it after the meeting. Based on the outline of requested info from the Town Administrator, here is the content:

Web Committee Report for February 4, 2014 Town of Shutesbury All Boards Meeting

Mission

The mission of the Web Committee is to develop and maintain the Town Website, with the goal of enabling all Town boards, committees, and officials to provide their official information to the public.

Additionally, we have taken on the task of managing the town email system. This includes providing town email accounts for all officials, as well as managing and moderating the subscribed Town Announcement email distribution list.

Membership

There are currently 4 committee members:

- Leslie Bracebridge
- Willa Jarnagin
- Fred Steinberg, Chair
- Paul Vlach
- It was noted that Gail Fleischaker, past member, was instrumental in our 2011 site conversion

Interested parties are welcome to attend meetings and/or contact us via email at web@shutesbury.org

The committee meets quarterly, or as needed.

Past Year's Tasks

- The Town's email system has been migrated to Google Apps mail, to ensure more reliable delivery and much better spam prevention. All email addresses remain the same.
- The Town Announcement Email List has been moved to the MailChimp service - again, to ensure that the messages are actually delivered to subscribers.
- Conducted a number of training sessions to teach and encourage committee members to update and maintain their own pages on the web site, reducing demands on committee members.

Future

A primary goal is to encourage more committees to review and enhance their web presence. We've had numerous requests for timely access to meeting minutes via the web site. Although posting meeting minutes is not required by statute, it is becoming a standard expectation of the public.

Another goal which we hope Town Officials share is increased use of the Town Announcement Email List - this valuable resource for contacting town residents is not getting used. There are currently 500+ email addresses on the list. If you have any information - announcements, minutes, requests - that would be useful for residents to know, just send a message to "web@shutesbury.org" and we'll get it out to the list.

If your committee, board, or commission would like a web page or Town email address, please contact the Web Committee. If you have any questions or requests we can help with, just let us know.
web@shutesbury.org

2. Discussed a policy for the distribution, upon request, of the subscribers to the Town Announcements email list. One request was received by Leslie, as Town Clerk, about two months ago. Fred created an extracted list for her, and a hard copy… a printed list, was provided to the requestor. Fred moved, Leslie seconded, and all voted in favor of continuing the practice of providing only a printed copy in the future; that the Town Clerk maintain a record of the recipients of those list copies; and that along with the list, the following 'request' be attached:

Our residents have signed up for the Town Announcements email list based on the premise that we would not be sharing their info, except as required under the Public Records laws. We request that you honor that pledge, and not 'send' messages to our subscribers, so we don't have them drop from the list, and thereby miss important information from Town officials.

Aside from Town wide postal mailings, which are limited due to budgetary and logistical concerns, the email announcement system is our primary means of non-emergency communication, with access by all departments, boards and committees, and we'd hate to lose that connection. The ConnectCTY emergency notification system is reserved for true emergencies, and cannot be used by all of our officials for routine notices of meetings, health or traffic advisories and events.

Thank you for respecting this request.

Shutesbury Web Committee

3. Discussed moving our town website over to a company which would provide a full spectrum of hosting and website management, which would eliminate our need to be concerned with software updates and content backups; and would switch us from the Drupal content management system to something more intuitive. It would likely reduce our responsibilities to just 'content management'.   Willa will explore options, and report back by the next meeting, identifying and comparing several providers of such services, with a hope that as a non-profit organization, we may be able to get this service at no charge.

4. Fred will explore options for the use of 'subset choices' within the MailChimp email system, which might enable residents to choose or decline which officials, boards, or committees they receive Town Announcement emails from. Fred noted that since these mailings arrive with the sender's name, that most mail software could be set to filter out those messages without any MailChimp changes. One concern is that we don't want the Town Announcement email distribution requests, which Fred and Paul currently forward through the MailChimp system, to become more cumbersome to process. Fred will report back by the next meeting on this topic.

5.   Leslie reviewed the minutes she had been taking of this meeting, and Paul moved, Fred seconded, that we accept them as drafted. Paul offered to type them up. Approved unanimously.

    Meeting adjourned at 8:20 pm on a vote by Willa, seconded by Fred, voted unanimously.