

***East Amwell Township Website and Resident  
Communications Committee  
Meeting Minutes***

1070 Route 201/31, Ringoes, NJ 08551

July 26, 2018- 7:30 p.m.

**Call to order**

The regular meeting of the Website and Resident Communications Committee was called to order at 7:35 p.m. by Alison Castellano who read the following:

In compliance with the Open Public Meetings Act, this is the regular scheduled meeting of the East Amwell Website and Resident Communications Committee pursuant to the meeting notice published in the May 3, 2018 issue of the Hunterdon County Democrat. Notice of this meeting was filed on July 25, 2018 in the Township Clerk's Office, emailed to the Hunterdon County Democrat and the agenda was posted on the municipal bulletin board.

**Roll call**

Jessica Rose conducted a roll call. The following persons were present:

Alison Castellano

Richard Wolfe

Erica Johanson

Steve Ippoliti

Chris Sobieski

Sande Katz

**Approval of minutes from last meeting**

Motion to approve the minutes was made by R. Wolfe, seconded by E. Johanson, A. Castellano, R. Wolfe, E. Johanson, S. Ippoliti, and C. Sobieski were all in favor. J. Rose and S. Katz abstained from voting due their absence from the last meeting.

**Additions to the Agenda**

There were no additions to the agenda.

### **Open to the Public (for items not on the Agenda)**

R. Wolfe motioned to open to the public, E. Johanson seconded, all were in favor. Members of the public present were: Matt Miller and Kathy Wolfe.

### **New business**

a) Update on project timeline

A. Castellano gave an update on the timeline for the launch of the new township website. The old website with City Connections will end on September 13, 2018. Vendor Civic Plus agreed October 4, 2018 would be the official launch date of the new website. The committee has completed their portion of Phase 1 of the timeline. The Design Discovery Meeting with Civic Plus will take place on July 31, 2018. A. Castellano, S. Katz, E. Johanson, and C. Sobieski will attend the Design Discovery Meeting. S. Ippoliti gave a description of what he thought would happen in each phase of the project timeline. September 28, 2018 is the date the production site will be available. A. Castellano stated that's a key date and when other committees can see the site and decide what they want on their committee's page. In the week between when the production site goes up to when the new site goes live A. Castellano will train with Civic Plus on how to manage the website. A Castellano will have Civic Plus record the training or she will record it herself to share with the rest of the committee.

b) DNS and cut over update/plan

S. Ippoliti gave a description of what Domain Name Server (DNS) is. To keep the township website functional from September 13, 2018 when website work with City Connections ceases, S. Ippoliti will have the website's DNS point to his server. This will allow the website to remain functional and be updated until the new site is launched on October 4, 2018. Steve discovered that East Amwell Township email is hosted by Google's G Suite for non-profits. With G Suite there is unlimited email addresses, Google Docs, and 36 G of store space with Google Drive. However, the Township's system states that at maximum 40 email addresses can be allotted for the Township. S. Ippoliti will not update the system, so as not to jeopardize the Township's status as super non-profit with G Suite. R. Wolfe suggested going through the email addresses, eliminating the dead email addresses, have one email address per committee, and to give the executive leadership members on each committee access to their committee's email

address. S. Ippoliti suggested each person on a particular committee could have the committee's email forwarded to their personal email address. A. Castellano said the new website would have a "Report Concern" button for residents to fill out a form to report any issue they want to notify the Township of. A. Castellano will talk to Civic Plus at the Discovery Meeting on July 31, 2018 about having those concerns go to the proper committee's email address.

c) Live Streaming Update

A. Castellano stated that two East Amwell Township Meetings have been live streamed so far. E. Johanson stated that she watched the last live stream and it went really well. Member of the public M. Miller spoke with S. Ippoliti about making some improvements with microphones to make the sound better for each live stream. R. Wolfe asked what the Township can do to make set up easier. M. Miller said that was in the works and would happen when the WIFI upgrade takes place. A. Castellano commented that although the streaming of meetings was not supposed to be shown live until the new website was launched, it has gone so well that the streaming can go live sooner. R. Wolfe said when it was ready to let it go live. A. Castellano stated she would send out an email to subscribers of the Township website that would publicize and include a link to the live stream.

d) WIFI Upgrade

S. Ippoliti said the new equipment was in and would run the wires after the meeting. He had no access to the back room where the server and archives are located, but will finish when access is available. E. Johanson asked how fast the WIFI will be when it's upgraded. M. Miller said it would be limited so not to take away from the office computers speed, but it would be standard to the WIFI speed available in other public spaces. S. Ippoliti asked what the current speed of the Township's WIFI network was. M. Miller said it was 25, but there was a proposal to increase it to 75. R. Wolfe said he could reach out to Township Clerk Terri Stahl to talk to Comcast about upgrading. M. Miller said current speed could be 25 down 3 or 4 up. M. Miller said with the upgrade of 75 that would bring the office to what is standard in most homes, but would have that limited to about 10 per person, so that the office computers could continue to run efficiently. S. Ippoliti commented that the new WIFI system is meant for an enterprise and with the new system they can limit the amount of bandwidth available to a

person, so the system does not stall. This is not available with the current WIFI system.

e) Discussion

R. Wolfe asked when, where, and what would the launch party for the new website look like. A. Castellano stated that it should take place at the East Amwell Township building in the presentation room. E. Johanson asked if there should be a representative from each committee at the party to talk about their committee's webpage and if someone perhaps T. Stahl could talk about how to fill out different form on the website. A. Castellano said that was a good idea. A. Castellano suggested that there should be some time in between from when the website goes live on October 4, 2018 to the launch party, so that the committees have some time to get familiarized with the website. E. Johanson suggested to publicize the launch party at the September 29<sup>th</sup> Color Run. R. Wolfe said the launch party date should also be included in the September VIP publication. R. Wolfe stated refreshments should be available at the party. A. Castellano said Civic Plus had marketing package available in their presentation for the new website. S. Katz, E. Johanson, and J. Rose agreed to help with the marketing of the new website. S. Ippoliti suggested having the launch party in mid to late October. R. Wolfe commented that the launch party should then also be in the October edition of the VIP. It was agreed that the launch party would take place on October 25, 2018 at the regular East Amwell Website and Residents Communication Committee Meeting. This will give sufficient time for training before the launch party. When the website goes live on October 4<sup>th</sup>, it will be announced to residents. At the launch party residents will have an opportunity to ask questions and sign up to receive notifications about the website, committees, and the Township. J. Rose agreed to run the sign ups at the party.

f) Social Media

C. Sobieski agreed to be the point person on the Township social media pages. He stated there are several East Amwell Facebook pages, but he will take over ownership from David for the official East Amwell Facebook page. He will also set up a Twitter and Instagram account for the Township. He would like to have an official social media email address for the accounts. The accounts will serve as an additional tool to market the new website. R. Wolfe stated he would also like to share news about open spots on different township committees on the Township's social media channels. J. Rose agreed to help C. Sobieski with the different social media pages and

channels. C. Sobieski suggested a contest to change the Township logo. S. Ippoliti stated there may be issues changing the logo since it is located in various places and materials. R. Wolfe stated he would look into what different materials, signs etc. the logo was currently on to see what would need to be changed if the logo was updated.

#### Open to the Public

R. Wolfe motioned to open to the public. A. Castellano seconded. M. Miller expressed concern with the legality of an artist's ownership of a new logo. J. Rose agreed to help C. Sobieski with a logo contract if a logo contest does take place. A. Castellano discussed the photos of East Amwell and photo contest for the launch party. S. Ippoliti suggested building a gallery page for photos on the new website. R. Wolfe motioned to close to the public, C. Sobieski seconded, all agreed.

#### Adjournment

A. Castellano motioned adjourn the meeting. The meeting adjourned at 8:45 p.m.