

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

1070 Route 201/31, Ringoes, NJ 08551

August 27, 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 R. Wolfe 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 August 10, 2018 issue of the Hunterdon County Democrat. Notice of this meeting was filed on August 22, 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 (Remotely dialing in)

Richard Wolfe

Erica Johanson

Steve Ippoliti

Chris Sobieski

Sande Katz

Approval of minutes from last meeting

Motion to approve the minutes was made by C. Sobieski seconded by S. Katz. All were in favor with the contingency J. Rose stated she made the changes to the minutes S. Katz sent to her, there were no additional changes, all were in favor to approve the minutes.

Additions to the Agenda

A social media update was added to the agenda.

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

R. Wolfe called for a motion to open to the public. C. Sobieski motioned to open to the public, S. Ippoliti seconded, all were in favor. Members of the public present were: Michael Dillon. Public had no comments. R. Wolfe called for a motion to close to the public. C. Sobieski motioned to close to the public, J. Rose seconded, all were in favor.

New business

a) Update on website pictures from Civic Plus

S. Ippoliti showed the Committee the layout design of the new website. A. Castellano stated the website has a nice clean modern look. The boxes at the top of the screen will have a drop-down box as you hover over them. E. Johanson asked if the home screen picture can be replaced seasonally. A. Castellano commented that it could and that while the home screen could not have a slide show in this particular template it could change the picture every time a user opened up the website. The current text buttons on the website layout will become drop-boxes for relevant categories. The news flash box will be updated with links for the most current township news. E. Johanson commented that it would be a good idea to use the news flash box for road closures and weather updates. A. Castellano stated that she spoke with Holly from Civic Plus. Civic Plus will be able to move everything from the old website to the new website except for the audio files of prior township meetings. R. Wolfe commented that he didn't think an audio file was a requirement of the Open Public Records Act, but if you have an audio file it does become part of the public record. A. Castellano cannot link the historical audio files to the new website because Civic Plus does not have access to those files. S. Katz asked if the audio will be on the new website once Civic Plus has access to those files. A. Castellano stated yes, they will be once they work out the access to the audio files. R. Wolfe stated that Township Clerk Terri Stahl records each meeting and uploads an MP3 file to the current website. S. Ippoliti questioned if that still needs to be done or if a video file with audio of the meeting would be sufficient enough. R. Wolfe said he would speak to the township lawyer to get an answer on that question. S. Ippoliti asked how long the township is obligated to keep those audio and video files for historically because we may have to upload the files to YouTube for streaming, but store them elsewhere for access. R. Wolfe commented he would confirm with T. Stahl that she stores all of the audio and video files somewhere within the township building. S. Ippoliti commented that Civic Plus could store the video files instead of relying on YouTube for storage if separate audio files are eliminated. R. Wolfe

commented that audio recordings of meetings do not have to stop, they just don't have to be stored on the new website. R. Wolfe said the reason to continue with audio files is so that something could be stored internally that would take up less room than video files. S. Ippoliti stated that video files do take up more room on a server than audio files, but they don't take up that much room compared to storage available today. R. Wolfe will find out how audio and video files of township meetings are currently being stored and what the legal requirements are for what files need to be made and stored. S. Ippoliti commented if audio files are required they could be pulled out of the video files made of each meeting. A. Castellano asked if everyone liked the layout current of the new website. C. Sobieski commented that he liked the layout. R. Wolfe asked if the links on the bottom of the page will be on the bottom of the page when it launches. A. Castellano confirmed it would be. R. Wolfe questioned if the "Notify Me" box will notify people of township news. A. Castellano confirmed it would, but the news would be customized to what each user wanted to see. S. Katz questioned if the online payments would be set up by the time the launch of the website happened. A. Castellano said that a decision had yet to be made about that. S. Ippoliti said that it would be a great program, but it would cost three percent of each transaction. R. Wolfe confirmed that it is three percent plus 30 cent per transaction. R. Wolfe said that the fees could get high for residents who would use the service to pay their property taxes. J. Rose questioned if the three percent charged if payments were set up to withdrawal from a checking or savings account. S. Ippoliti and R. Wolfe stated that we need to find out if that charge applies for direct withdrawal payment. A Castellano said she would discuss that with Civic Plus and get an answer.

b) DNS and cut over update/plan

S. Ippoliti said that on September 13th the current hosting service with City Connections will disappear. He will point the domain to a separate server at his house so as to avoid service disruption to the website. C. Sobieski questioned if there were legal issues with pointing the server to S. Ippoliti's house. R. Wolfe said he saw no issues as nothing on the website was private information. S. Ippoliti said anyone with internet access could do what he's doing. A. Castellano asked if the email notification will work during the cut over process. S. Ippoliti stated he did not think there would be. R. Wolfe suggested sending out a notice saying there would be a three or four-week time frame where email notifications will not work. A. Castellano questioned if we can still update the website during that time. S. Ippoliti stated that the website could still be updated. A. Castellano said that someone should make T. Stahl aware of what will and won't work on the website during the cut over process. S. Ippoliti told A. Castellano that there would

need to be one last update to the current website, so he could pull all of the latest content down for the cut over process. E. Johanson asked if a notice should be put up on the current website stating a new website would be coming soon and what would not be available on until the new site launches. R. Wolfe stated there needs to be notice telling residents they will not receive their email alerts. He also said he needs to make sure that the township is not relying on those email notifications to satisfy the township's obligations under the Open Public Meetings Act for giving notification. He would confirm that. Assuming that is correct we will inform residents there will be no email notifications during the website transition. S. Ippoliti stated there should also be a statement put on the website stating that a service interruption may be possible during this time. S. Ippoliti stated this could happen if his internet provider Comcast changes his IP address, but he said that is unlikely to happen. A. Castellano said we would also put updates on the township's Facebook page. R. Wolfe said he would check to see when on September 13th the old website would go down. S. Katz asked if the content could be cut over before the 13th. S. Ippoliti states yes, he would cut everything over on September 10th and he'll go live on September 12th. S. Katz questioned how T. Stahl would update meetings on the website during this time. R. Wolfe said on September 9th T. Stahl would be informed to send any future updates for the website to S. Ippoliti until the new site launches. S. Ippoliti asked that someone send him an example of an update T. Stahl sends the current website provider, so he'll know what it looks like when she sends one to him. A. Castellano said S. Ippoliti can email T. Stahl for an example.

c) Marketing Plan

S. Katz said we would be following the Civic Plus plan for marketing. She shared the news release for the new website launch which was placed in the September issue of the VIP and asked for additional suggestions on placement of the release. R. Wolfe said we could see how much it would cost to put it in the Hunterdon County Democrat, but stated he thought more people would see it in the VIP. R. Wolfe said it would be placed in the announcements section of the Democrat. R. Wolfe said he would only mail out the news release to each resident of the township, but thought it would cost about a \$1,000 he would only do it as part of a larger mailer. R. Wolfe would get the price of putting the news release in the Democrat. S. Ippoliti questioned if October 4th would be the date we would put on the news release. A. Castellano said we would put October 25th as the date which is the date of the launch party. The new production website however, will be done on October 4th. S. Ippoliti said we could launch the website any time after the 4th. It was decided the launch date will be October 25th, so that there is time work out any issues with the new site before it goes live. R. Wolfe stated we would make

an announcement at the next township meeting correcting the October 4th date on the news release placed in the September VIP issue. S. Katz shared a Facebook announcement created for the website launch. C. Sobieski stated he would post it on the township Facebook page and other township social media sites. S. Katz also shared flyers for the website launch and photo contest for the website. These flyers will be printed, placed in the township building and be handed out at various other places, social media sites for East Amwell and events. The flyers will not include a photo due to the expense of printing, but they will be printed on color paper.

d) Launch Party

The launch party will take on place on October 25th. J. Rose asked for suggestions for menu items. J. Rose is creating a crossword puzzle that will be available in the township building and possibly on the township's social media pages about the new website. E. Johanson sent J. Rose an email to make the clues in the crossword easier to solve. J. Rose will take those under advisement and create a new crossword puzzle. R. Wolfe asked J. Rose to email T. Stahl to reserve the big meeting room for the party. J. Rose stated she would do that. R. Wolfe suggested that the party time be early enough to accommodate the schedule of all township residents who would want to attend. It was decided to launch party would take place on October 25 from 6:30 p.m. to 8:30 p.m. J. Rose asked for suggestions for party ideas. R. Wolfe suggested a contest for an official East Amwell bird and announce the winner at the party. J. Rose will create invites and send to A. Castellano for approval. Before the invites are sent out to the heads of each committee A. Castellano will email the heads of the committee with details of the new website. J. Rose will send out invites once A. Castellano confirms she has emailed the head of each committee. A. Castellano said she thought a mailer announcing the new website was a good idea. R. Wolfe agreed and said check on the budget and cost to send one to each resident. S. Katz asked when we would send the mailer. R. Wolfe agreed the mailer should not go out too far in advance before the launch of the website, but that we should have a mailer ready to go once it is determined that the website is ready to launch on the 25th. A. Castellano said we would have access to the full website the last week of September and between then and launch party committees would need to upload content on each of their pages on the new site. Training will be forthcoming. A. Castellano will receive training on how to update the website she will ask Civic Plus if she can record the training. If that is not possible A. Castellano will pass her training knowledge on to J. Rose and each point web person on each township committee. S. Katz questioned the approval process for the website. A. Castellano will initially be the administrator of approval and then hand that task over to J. Rose.

R. Wolfe stated there should be an approval process for day to day updates and emergency updates. J. Rose suggested having three people available for emergency updates. R. Wolfe agreed and said who ever got to the update first could update the web page. The people for emergency approval will be determined later.

e) Live Stream Equipment – Long Term Solution

S. Ippoliti suggested getting Sling Studio which is one box that can take feeds from many cameras that can broadcast to YouTube. It costs \$1,000. R. Wolfe said these equipment choices need to be approved and not changed. We would need three camera cables and three go pro cameras. It would cost total \$2500 for everything. iPad and smartphones will be able to act as portable cameras as well. S. Ippoliti will try out the equipment before it is ordered for the township to make sure it will work. When the equipment will create an easy system for anyone to run and record township meetings. S. Ippoliti will do a demo for everyone with the new equipment. C. Sobieski suggested getting the help of local high school students to run the equipment. R. Wolfe said they could open a youth seat on the committee if there was any interest. S. Ippoliti suggested asking residents to donate their old smartphones and iPad to use as cameras to save on cameras.

f) Conference Phone

A. Castellano would like to get a conference phone, so when people are unable to attend meetings they can call into the meeting. A. Castellano would also like to have something for the tv so people can stream into the meeting room from their laptop. S. Ippoliti suggested to look for a polygon phone on eBay. R. Wolfe said it is a good idea to have the small meeting room set up, so people can call in. He also suggested to meet with a Comcast representative to see what they could do in regards to telecommuting capabilities.

g) Social Media

C. Sobieski now has control of the township Facebook page and gave the log in information to A. Castellano and J. Rose. C. Sobieski said J. Rose created a Twitter and Instagram page for the township. J. Rose said there are a few options on cross promoting on different platforms, but suggested coming up with a plan on where to post things on indivual basis, so not to overwhelm people with too much information. C. Sobieski questioned the approval process for posting on the sites. R. Wolfe suggested having each social site integrated with the new website and categorizing each post into classes of importance to decide where each post is shared. A. Castellano and C. Sobieski suggested brainstorming ideas for approval

process. J. Rose agreed. They will discuss as ideas are shared and determine a process at a later date.

Open to the Public

R. Wolfe motioned to open to the public. C. Sobieski seconded, all were in favor. Member of public M. Dillon questioned if there were any pictures of how the website will look on a mobile device. S. Ippoliti replied that the website format will automatically scale down to fit on a mobile device. C. Sobieski motioned to close to the public. R. Wolfe seconded, all were in favor.

Adjournment

R. Wolfe motioned to adjourn. C. Sobieski seconded, all were in favor. The meeting adjourned at 9:43 p.m.