



Economic Development Advisory Committee
Meeting Minutes
Wednesday, February 21, 2018

Charlie opened the meeting at (no time stated)

Committee members in attendance:

Charlie Albano – Chair

Michael Amaral – Conservation Commission

Will Minsinger – Resident

Sarah Hansen - Agricultural

Peter Anderson – Planning Board Member

Neil Nevins – Business Owner

Emma Bates - Resident

Clyde Carson - Selectman's Representative

Absent Members: Joe Mendola – Business Owner, Matt Moran - Resident, Adam Bates – Resident

Others present: John Leavitt, Kimberley Edelmann, Dan Watts, Janice Loz

1. Charlie introduced a new member, Emma Bates.
2. There are 2 presentations this evening with web designers, Dan Watts and Janice Loz.
3. Charlie asked the members to start looking at neighboring town websites and jot down the likes and dislikes.
4. Sarah Hanson entered the meeting and expressed a desire to join the EDAC. Charlie directed Sarah to contact the Selectman's office to fill out a volunteer form. Charlie welcomed Sarah who has an agricultural background.
5. Charlie noted that there was no January meeting because the meeting wasn't properly posted.
6. Charlie said he and Neil met a few weeks ago at Charlie's house and discussed Neil taking over the retention and expansion of local businesses which Neil has accepted.
7. Charlie also provided Neil with information from the Kearsarge Chamber which came up with \$800 to do signage. Signage has been talked about for around the roundabout.
8. Charlie would like Neil to look at signage/welcome wagon for the rest area next to Waterloo Cemetery.
9. Charlie presented the final draft of the Economic Development Survey. He asked the members to send any of their recommendations to him by March 1. The intent of the survey is to provide guidance to the committee on things they want to pursue. Emma recommended an on-line survey as an option, it will reduce the work for the tallying.
10. Charlie passed out a brochure and estimated costs. The idea is to attract people to Warner and to attract them so they come back too. Charlie asked the committee to send any suggestion to Matt Moran by March 1. A copy will be sent to the Selectmen as well. Clyde recommended a listening session to gather public comments on the brochure.
11. Dan Watts introduced himself and provided a website presentation. Dan works for the town as their IT support.
 - Dan researched the top 10 government sites for what makes a good government site. He found an article with some really good points, researched the various websites that were pointed out and created a prototype site using some of the points that were pointed out from the top 10 sites.
 - Dan feels the EDAC needs their own space.
 - The current town website is staff friendly for posting minutes and notices.
 - Dan has worked with Emergency Management and designated staff that can make use of the Emergency Management system built into the town website.
 - The cost to do the redesign is \$500.

- Dan explained one of the problems he has is currently limited by the hosting which is currently TDS. TDS is 10 years out of date and there are functions he needs. Dan said it costs the town \$250 annually to have the website at TDS. He has worked into his proposal that he would move the site to his server in order to upgrade the website for a cost of \$140 per year.
 - Charlie asked what happens to the site if he no longer maintains the site. Dan said in the current website it would be more of an issue because it is all hand coded. With the new design, anybody who knows anything about websites will be figure it out.
 - Emma asked what type of securities Dan has. Dan said the access is specific to the user, password protected and every change that is made is logged.
 - Charlie asked Dan how he would help this committee define what they want. Dan said research websites, see what you like about them, write down the URL and write down what you liked about it. Then we would sit together and go over the likes to see if the likes can be applied.
 - Charlie asked if a survey could be put out to the town through the website asking for the features they would like to see on the website. Dan said he could offer that option.
 - If Dan's services are chosen, Charlie asked what would be the agenda for the first meeting together. Dan said the first meeting will be to set the direction, is it going to be one website that fits all needs or two websites. And then talk about the content. Charlie sees one website with clear delineations.
 - Kimberley feels the committee needs to establish how the front page will look.
12. Janice Loz introduced herself and provided a website presentation. Janice owns a company named Screaming-Woman Design, graphic and website design.
- Design principal is quick flowing function to a website.
 - Does not favor too many navigation's on a page.
 - Believes the customer should end up with the site that they want.
 - The first part of her process is an interview stage where she would interview all the different stake holders such as town employees or committee's involved.
 - Provides training if necessary.
 - Sample's of her web designs are on-line.
 - The website design will be customized to the needs, she does not use templates. Charlie asked Janice if she has done town websites before and Janice said no.
 - The typical cost for a site the size that it is, is \$2,000 to \$5,000, but at this time Janice doesn't know how complex it will be.
 - Janice can help find a place that will host the site, she will research the cost.
 - Organizes the website so that things flow together.
 - Charlie asked if there can be advertisements on the web page, is it allowed. Janice thinks the problem with the town advertising is it shows favor-ability for one business over another. Clyde said it sounds like a policy question. Charlie said he has seen it on other websites.
 - Janice said the current site does not have enough information for the Warner community.
 - Kimberley explained that the employees are uploading onto the website, minutes, agenda's etc.
13. Charlie provided information about the next two website design providers, Virtual Town Hall being one of them.
14. Clyde asked if Sarah or Emma filled out a volunteer form. Both had not and Clyde asked that they do so for the Selectmen to take action and appoint them to the committee.
15. Next meeting is scheduled for March 20 beginning at 6:00 pm.

Adjournment

Meeting adjourned at 8:12 pm.

Recorder of the minutes: Mary Whalen