



Economic Development Advisory Committee Web Presentation Meeting Minutes Wednesday, June 6, 2018

Charlie opened the meeting at 6:02 pm
Sub-Committee members in attendance:
Charlie Albano – Chair
Will Minsinger – Resident

Others present: Kimberley Edelmann, John Dabuliewicz, Clyde Carson, Jim Bingham, Ed Mical, Dan Watts

1. Dan Watts - Web Presentation

- A. Dan is the towns current webmaster, he passed out his proposal for everyone to look over. Dan is proposing a town website that has its own purpose and an economic development website that has its purpose, two separate entities in terms of his quote.
- B. Dan said the current site is now fully compliant for devices such as cell phones, iPad etc. Dan has made updates to the site that was in his original proposal, such as symbolic icons and he added a search ability a year ago.
- C. Dan said at this point what can be done to the town website is to change it from the handcrafted site and move toward a standard content management system. Dan showed a design that he has been prototyping which uses a word press theme.
- D. Clyde asked in terms of maintenance, content is the responsibility of the departments, they can post and delete content? Dan said technically yes, his concern is having a website with a singular look and feel. Dan said part of the webmaster duties that he has is to make sure the look and feel is one look and feel and the content links are there, transient information the departments can do. Clyde asked in terms of interaction with the town, is fill-able forms a part of the proposal. Dan said no, part being there are no fill-able forms, there are PDF's on the website if they need to be fill-able the town would need to purchase the software. Clyde said if the town decided to do so and Dan said there is no reason not to. Clyde feels fill-able forms should be part of the website. Dan said it is something the town should do outside of his scope.
- E. Charlie asked Dan for further explanation for a separate Economic Development website. Dan referenced the City of Concord, to learn about the cities economic development you go to a totally different look and feel from the main website. The economic development site for Concord is a marketing website. Charlie said he has seen website's that build the economic development in the basic website and he would also like to see a section on tourism. On the current website, there is a Visitor's tab that includes tourism information. Charlie said the things he has heard most about websites is it needs to be user-friendly and absolutely clear. Dan has been updating the town website based on some feedback as well.
- F. Dan said the only difference in his second proposal for the EDAC website if it's not a separate website, it doesn't need hosting. Charlies asked Dan how he would start the process of creating the website. Dan said he would start with a meeting similar to this one with representatives from EDAC, town etc. to sit down and establish the goals.
- G. Kimberley suggested adding hit counts to the website. Clyde asked Dan to talk a bit about hosting. Dan said today the website is hosted by TDS, the web server is very old. The proposal is to move the site to Dimentech services which host the sites at IBM in Texas. Dan said he charges \$120.00 per year

for hosting. Charlie asked Dan what happens if he moves. Dan said nothing because he can work from anywhere but doesn't plan on moving from Warner. Charlie noted that it is known that the town staff likes Dan's presence.

- H. Jim asked if part of the proposal includes educating the town staff. Dan said a technology meeting has never been held for the town staff. Kimberley agreed it is obvious that computer training is lacking and it would be beneficial if there was an education on the website.
- I. Kimberley asked what's stopping the town from moving away from TDS. Dan said because there are other proposals on the table. But based on his users, the town employees and residents, I made changes to the existing site for usability. Ed Mical asked about the emergency aspects on the website. Dan said the emergency aspects will be carried over into the new system he develops.
- J. Charlies talked about what came out of this meeting, education/training, educate the community on what is economic development and he suggested an educational process for the community on how to use the website. Will said on the Concord website there is a built-in tutorial system, and Dan could develop it.

Meeting ended at about 7:10 pm