



## Economic Development Advisory Committee Web Presentation Meeting Minutes Wednesday, June 13, 2018

Charlie opened the meeting at 6:15 pm  
Sub-Committee members in attendance:  
Charlie Albano – Chair  
Will Minsinger – Resident  
Emma Bates - Resident

Others present: Kimberley Edelmann, John Dabuliewicz, Clyde Carson, Ed Mical

### **1. Revise Web Presentation**

A web presentation was conducted by conference call, the presenter was identified as Thomas.

Revise is based in Detroit, Michigan and has been building websites for government agencies for over 20 years. He said the 3 items the town should expect from him is content management system, custom design from scratch and content audit re-architecture. They will audit the current site and recommend changes. Revise has 1,200 government clients nation wide, 800 are municipalities. Charlie asked how many in New Hampshire. The speaker said he didn't have a count but will by the end of the presentation. Once the site is built, technical support staff will be available as well as staff training. They offer hosting the website or the town can choose how they want the site hosted, most clients have Revise host. At a minimum the website will be at two server farms. They also typically separate the technology from the live website, the advantage is better performance.

Clyde asked if Revise hosts Hopkinton's website. Thomas said yes. Clyde asked where the servers are located. Thomas said Chicago, San Diego, Houston and in Michigan, the town would be in a least 2 server farms.

Thomas identified himself as a project manager who would work on the website with the town from start to finish. The process would be as follows:

- Kick off meeting with the web committee, department heads etc.
- Independent research before building the site.
- Provide a website trial guide, the style that will be used on the website.
- Provide a mock-up website, the town will review the site and provide any changes and work with Revise until it's approved.
- Once built and approved, training will be provided.

Thomas showed the audience examples of sites and features and how the site will be built. Kimberley asked how many people have authentication to be able to do editing on the website. Thomas said that will be up to the town and the uploading can be customized as well.

Clyde said one of the things that attract the EDAC to Revise was Hopkinton's website. Clyde asked if enhancements cost extra in a custom application. Thomas said enhancements are included in both options, standard and custom.

John asked what are the development costs and the cost to maintain it. Thomas said the first year is \$9,800, of that, \$1,800 is the town's maintenance, hosting, update and storage space. There will be 4 annual payments of \$3,800, on year 5 the cost drops to \$1,800, these costs are for a custom site. Thomas said there will be no surprises in the cost.

Emma asked if the site is hacked is there an additional cost to clean it up. Thomas said it's included in the fee.

Kimberley asked what is the operating system used on the servers. Thomas said most of them are Windows 2016.

Charlie asked Thomas if he could send him a typical contract and what is included in the contract. Thomas will do so.

Clyde asked if the site will be able to serve a survey. Thomas said yes and showed an example.

Charlie asked who in the town will oversee the daily operations, what skill level. Thomas said anyone, no skill level required. Charlie thanked Thomas for his presentation.

## **2. Virtual Town Hall Web Presentation**

Bill from Virtual said they would come in and redesign the website along with a strategic design discussion to learn what the objectives are, what the town is trying to accomplish. Bill showed a site to the audience. The site will be adaptable to many devices. Virtual is the largest provider of websites in New England and has been doing so for 12 years., 100 sites in New Hampshire and 175 in Massachusetts, 55 in Maine, 60 in Connecticut. Virtual is very easy for staff to do updates. Virtual will train and the town can have an unlimited amount of people that can update the site. The first step would be to have a strategic meeting to create the look and feel of the website and Virtual will work with the staff involved.

Bill showed website examples to the audience. Virtual is an open source software, the town will own the rights to the site. For public convenience the site is cross linked as much as possible.

Clyde asked if Virtual can do streaming of Town Meetings and can they archive. Bill said yes, a third party provider would set up a camera and would stream the meeting.

Bill showed the audience different functions for those that will be updating the site.

Charlie asked Bill if there are standard and custom options. Bill said what they do is show several sites and the favorite components are chosen. They will build a site based on preferences.

Bill explained how the site would be built. There would be a design meeting where several sites and features would be viewed and based on the interest a prototype is created. Then the prototype is implemented into a working website where everything is functional but not a lot of content. A project manager is assigned for content and development phase who will work with one key contact from the town. Clyde asked what the timeline is and Bill said about 12 weeks. The cost for design, development, user training is \$6,000 that can be spread over 3 fiscal years. The annual cost that includes support, hosting, upgrades, annual license and maintenance is \$1,750. Charlie asked Bill to send him a typical contract and thanked him for his time.

## **3. Moving Forward**

There was an informal discussion about everyone's preference regarding the web-presentations in the last 2 weeks. Emma added to encourage the Selectmen to consider including the Library website in this project. Charlie will review 2 of the proposal/contracts of the presenters, Clyde will help too. Charlie said when a vendor is chosen he sees the EDAC responsibility as helping with the tourism and economic development connection.

## **4. Meeting Schedule**

The next EDAC meeting is scheduled for Wednesday, June 20 beginning at 6:00 pm located at the Sugar River Bank.

## **5. Adjournment**

The meeting adjourned at about 8:45 pm.