



# **Economic Development Advisory Committee & Warner Board of Selectmen Web Design ~ Meeting Minutes Monday, August 27, 2018 UNAPPROVED**

Charlie Albano opened the meeting at 6:00 pm

Attendance: Charlie Albano - EDAC, Emma Bates - EDAC, William Minsigner - EDAC

Others present: Kimberley Edelmann – Chairman, Selectman John Dabuliewicz, Selectman Clyde Carson

## **1. EDAC Update**

- A. Charlie explained the EDAC just completed a survey, about 150 survey's were returned and the feedback is being organized in a chart form. The EDAC would like to have a public presentation the week before Thanksgiving on what the EDAC has been doing, discuss the results of the survey and take questions on what to do with the old fire station.
- B. A brochure for tourism is being worked on. The EDAC is looking at tax incentives for potential developers in town. A contact has been made to the potential developers at Exit 9 to learn what they plan to do with those properties.
- C. Today is focused on web design efforts.

## **2. Web Design**

- A. The EDAC started working on web design about a year ago, it started as part of the process identifying what EDAC should do. A number of outside agencies were contacted, DRED, Central NH Regional Planning Commission and the Director of Tourism for the State which all provided guidance. Each entity said the town needs to address upgrading the town's website, more user friendly, not as busy and a little more up to date.
- B. The EDAC then invited four web designers, Dan Watts, Janice Loz, Virtual Town Hall, Revize and Schools. A sub-committee was created that includes Charlie, Emma and Will. Presentations were arranged and assessed and then there was a presentation to the Selectmen. Tonight is a discussion on the next step. The EDAC is interested in adding two components to the website, Economic Development and tourism and are willing as a group to work with the process moving forward. Charlie said he is not willing to take on the responsibility managing the pages.
- C. Charlie said if one of the outside vendors is chosen, he recommends Dan Watts should still remain the webmaster and be the coordinator of the site. Clyde seconded Charlie's suggestion and feels it makes sense. Kimberley said the quotes the Board received does not include the cost of a website coordinator. Clyde said the town will need someone in that role. Will said there is 3 different roles involved, regular IT work that Dan Watts covers, the on-going webmaster question and the product owner of the actual project, which doesn't need to be a technical person. Will said it's easier to have one person coordinate with 3 distinctive roles. The product owner will go away when the site goes live.
- D. Kimberley said once the website is live, the need to keep in contact with the vendor is felt to be not needed for upgrades etc.? Will, said yes you will, the question is do you need someone to do that task specifically or do you need a long term support strategy. Kimberley said a long term strategy needs to be seriously considered and what is that cost.
- E. Charlie said with new technology changing all the time. The vendor's will supply upgrades and updates without costs to any new technology they have access to. Charlie said if the town wants to move from a home grown website which has functioned well for a while and may be a little out dated to a larger

organization such as Virtual Towns and Schools which is Charlie's recommendation. Virtual has served over 100 municipalities in NH, they have 575 clients total in New England. Charlie thinks an organization such as Virtual, Warner would be well served as technology advances.

- F. Emma recommends Dan Watts, she doesn't see the need to go with an outside entity. Dan has the experience and knowledge of the current website. With the ability to move to Dan's server, Dan can make what ever the town wants. Emma said the people she talked to in town said "why wouldn't you go with Dan", Dan is local and familiar, he just needs input on what is needed of the site on how the town wants it to look. Kimberley said no matter which vendor is chosen your still going to have to sit down and design the site and this can be done with any vendor.
- G. Will said the cost for the vendor's is 12 to 18 times more than Dan's quote and the question is, is that service worth the increase in cost. Will doesn't have a recommendation, his question is, are the other features worth the money.
- H. Charlie said Dan Watts has done some upgrading of the website since his presentation to the EDAC. On Dan's potential agreement there is an hourly cost for developing at EDAC page and a tourism page, Charlie is just informing the Board there could be additional costs as well.
- I. Charlie said however is hired there needs to be a staff training element. Clyde said we also need to have funding/resources available to keep the website up to date.
- J. Kimberley noted that no one has provided direction to the current webmaster either, which she feels can be done easily and recommends working with Dan for one year.
- K. Kimberley would like to take the lead and work with the sub-committee, she has experience with creating websites and is a good photographer. Charlie asked Kimberley how she would see the next steps. Kimberley said begin looking at other websites and decide how the front page will look, which will lead into the design of the other pages. The front page is the most important page to grab attention. Clyde said what we need to decide on is how are we are going to support this, training, managing content etc. money is not in the budget today. Kimberley said we manage content now, maybe not well, but the minutes and agenda's, notices are uploaded by the office staff. Kimberley said responsibilities will be sorted out. Charlie said if Kimberley is in charge of the front page he would work on the Economic Development piece to the site, he recommends an outline of what will be done along with a timeline. Charlie also said he would only be involved if the project is completed in less than a year. Will said the key to expediency is being organized. Kimberley said the goal of the website is, it should not take more than 3 mouse clicks to get to where you want to go on the site, to keep the site user friendly.
- L. Charlie said the next step is for the Selectboard to make a decision and create a timeline and structure of responsibilities.

### **3. Adjournment**

Motion to adjourn at 7:15 pm

Board of Selectmen  
Kimberley Edelmann – Chairman  
Clyde Carson  
John Dabuliewicz

Recorder of the minutes: Mary Whalen