

**Final Minutes**  
East Goshen Township Website Committee  
May 22, 2014

**Present:** Committee members Jason Banks, David Hewett, Erich Meyer and Jack Reidy and Jon Altshul, Township staff liaison. Committee members Joe D’Antonio and Paul Grothman were unable to attend.

**Call to Order, Pledge of Allegiance, Moment of Silence**

Jon called the meeting to order at 7:00pm and Erich led the committee in the pledge of allegiance. A moment of silence was also observed.

**Introductions & Background on Web Committee**

The committee members took several minutes to introduce themselves to the group and ask questions about the genesis of the committee. Jon explained that the township had issued an RFP for a website redesign, but that the Township had difficulty in evaluating the various responses because there was no clear consensus among staff and the board about what specifically needed to be fixed and what types of improvements the Township wanted to see. In addition, the Website Committee is more broadly tasked with evaluating the Township’s overall social media use with an eye towards improving Township communication in general. Jon also spent several minutes providing a “tour” of the Township’s website.

**Goals & Objectives**

The Committee then broadly discussed the following questions/issues. No firm decision was reached on any issue.

- Should the committee do the redesign itself?
- Should the Township do another RFP?
- Should the Township continue to use the Wordpress Content Management System?
- “Simplicity” should be the guiding principle of any redesign.
- The hierarchy of the web pages is important to analyze
- We need to analyze other municipal websites to see what we like and do not like.
- Having a “streaming sidebar” on the homepage with Facebook and Twitter feeds about local developments may be a useful tool.

**Meeting schedule**

The committee agreed to meet on the 2<sup>nd</sup> and 4<sup>th</sup> Thursday of June and July at 7pm and then revisit our meeting schedule at the end of July. The committee also agreed to postpone appointing a chair and vice chair until the next meeting. Thus, the next four meetings will be on June 12 and 26 and July 10 and 24.

**Discussion topics for next meeting**

The committee directed Jon to include the following three items on the agenda for the June 12 meeting:

- 1) What are the pros and cons of our current website?

- 2) What are specific examples of other municipal websites that committee members like and do not like?
- 3) What are the criteria for a “good” website?

Committee members agree to research other municipal websites in advance of the next meeting.

**Adjournment**

There being no further items on the agenda, Jon made a motion to adjourn at 8pm. Erich seconded. There were no objections. The next Website Committee meeting will be on June 26, 2014 at 7:00 pm.

Respectfully submitted,  
Jon Altshul  
Staff Liaison