Final Minutes
East Goshen Township Website Committee
June 12, 2014

Present: Committee members Paul Grothman, Erich Meyer and Jack Reidy. Jon Altshul and Brian McCool, Township staff liaisons were also present. Committee members Jason Banks, Joe D'Antonio and David Hewett were unable to attend.

Call to Order, Pledge of Allegiance, Moment of Silence
Jon called the meeting to order at 7:03pm and Brian led the committee in the pledge of allegiance. A moment of silence was also observed.

The May 22, 2014 draft minutes were approved.

Pros and Cons of the Current Website
The committee listed some pros and cons of the Township's website.

Pros	Cons
Organized	Poor responsiveness – has trouble adapting to other browsers and devices
	Information runs together
	The solid background is not visually effective
	No rotating pictures
	Search engine does not work
	Calendar is often outdated
	Duplicate information found on multiple pages
	Validation errors – causes poor performance
	Too much text
	No website map
	Header takes up too much of the page
	PDF's hard to read

Paul mentioned that it would be helpful to use Google Analytics to determine which pages are accessed the most. He also mentioned that the top ten viewed pages should be once click away and all other pages be two clicks away.

Jon asked whether minutes from 2008 and from earlier are necessary to have on the website. The general consensus was that the minutes should be kept as long as there are no restrictions on the amount of data that can be posted on the website.

Other Websites
The committee discussed their opinions about other municipal websites.

Tredyffrin Township – The committee really liked Tredyffrin's website as they thought the website was responsive, attractive and well layered. They also liked how events and meetings are posted on the homepage.

Willistown Township – Willistown's website is an improvement from their previous website, however their website could be better organized, not responsive, and feels off-the- shelf. Also, the website does not have a fabicon which is a logo to the left of the url. The fabicon is a marketing tool used to draw people to a website.

East Caln – Another well liked website. The sliding images are attractive and the buttons are more accessible than other websites that were researched. The only negative comment was that the header is a bit confusing.

West Goshen Township – This is another website that is much improved. The committee likes the appearance of the website, however believes it is hard to navigate through the website with the dropdown menus. Also, the committee believes the links on the FAQs dropdown should only be one click away.

Plymouth Township –Plymouth Township's website has too much blank space and that the layout of the website is poor.

Westtown Township – The side links on the homepage are helpful. The appearance of the website could be improved.

East Whiteland Township – The East Whiteland website has too much text on the home page and the website is not compatible with different plugins.

West Hartford – The organization of the website was well done and the website comes off as non-bureaucratic. However, the committee did not like the calendar on the home page and felt there were too many links on the home page.

Delaware Township – The committee thought the trending Facebook information was a great idea but thought that the website took too long to load.

Criteria For A Good Website

- Usability – being able to find the information you are looking for.
- Design
- Responsiveness

Jon mentioned that the website is marketing tool; a good website attracts new residents and businesses.

Nominate and Appoint Website Committee Chair and Vice-Chair
The nomination for Website Committee Chair and Vice-Chair was tabled to the next meeting as there was not a quorum at this meeting.

Discussion Topics For Next Meeting

- Discuss timeline for next several months
- Select Chairman

Adjournment

Jon made a motion to adjourn at 8:16pm. There were no objections.

Respectfully Submitted,

Brian McCool