FINAL Minutes
East Goshen Township Website Committee
June 26, 2014

Present: Committee members Jason Banks, Erich Meyer, Jack Reidy, Joe D'Antonio, David Hewitt and Paul Grothman. Brian McCool, Township staff liaison, was also present.

Call to Order, Pledge of Allegiance, Moment of Silence
Brian called the meeting to order at 7:05pm and Brian led the committee in the pledge of allegiance. A moment of silence was also observed.

The June 12, 2014 minutes were approved.

The committee took a moment to introduce members as this was the first meeting all members were in attendance.

Nomination of Website Committee Chairman and Vice-Chairman
Erich nominated Paul as chair, Jack seconded the nomination. Joe nominated Erich as vice-chair, Jack seconded the nomination. There was no discussion. The motions passed unanimously.

Paul questioned why the committee was formed. Erich responded that the committee was formed because the Board of Supervisors would like a recommendation from knowledgeable residents who have previous experience with designing and implementing websites about whether or not the Township's website needs to be redesigned. Joe then questioned what the Board of Supervisors expectations are of the Website Committee. Erich responded that the Board of Supervisors is looking for details of what the current website is lacking and what can be done to improve the website. The committee is to recommend if the website should be redesigned and if the Township should hire someone to redesign the website or if the work can be done in-house.

Develop Plan for Next Several Months
Paul created a test website, www.w3globalsolutions.com/EGT, which members will be able to edit.

The committee believes that it can redesign the Township's website without using a third party vendor. Committee members will make a recommendation to the Board of Supervisors once they are satisfied with the test website to upgrade WordPress to the most recent version and then develop the website themselves. Joe recommended that the committee provide a report to the Board of Supervisors including what should or needs to be changed on the current website and then show the Board of Supervisors the test website with the changes made. Paul requested that Brian research who is hosting the current website and provide information relating to limitations, bandwidth, backup and disaster recovery. Brian agreed to do the research and will bring the requested information to the next meeting. Paul also requested that the Township staff provide the committee what is liked and disliked regarding the editing functions of the website. Brian was also asked to bring pictures of Township to the next meeting.

Tredyffrin Website

David requested that the committee review one of the well liked websites from the discussion at the previous meeting and brainstorm what changes should be made on the test website. Below is a list of ideas.

Like	Dislike
Contact Us Link – Although it was mentioned that the contact tab should include a contact form rather than an outlook link.	Staff Login
Search Feature	Directions to Township Building
Elevated Image Slider	Businesses/Residents Split
Link Hierarchy	"I Want To" Dropdown
Mission Statement on Footer	
Services – EGT can move police/fire to this dropdown	

Other ideas/thoughts stemming from this conversation:

- The Township website should contain mapping of fire/police coverage areas.
- Each ABC should have one member who can post material to their board's respective page.
- Township residents submit pictures once a month that are featured on the website.
- The Township should consider creating a Twitter account.
- The committee was in agreement that a municipal website should focus on usability rather than aesthetics.
- Residents should have ability to select information they are interested in and have information emailed when something new is happening.
- Side links are more useful than links at the top of a page.
- The WEGO Facebook link should be added to the WEGO page on the website.
- The slogan from the newsletter, "East Goshen Township…a great place to live, work and play" should be used on the home page of the website
- Users should be able to share articles off of the website to their Facebook page.
- The website should feature ACH payments rather than credit/debit card payments.
- Forms should be created out of WordPress, not Adobe.
- The print page feature should be removed.
- The field status should be shown on home page, not link to another page.
- Users should be able to send requests to schedule appointments for permits.
- Trash/Recycling dates should be added to calendar.

Consider action plan for next meeting(s)

The committee asked that members make a list of items that they think should be implemented or changed on the current website and bring the list to the next meeting. Each list will be reviewed and the

committee will explore which items should be included on the test website and how the items will be implemented on the test website.

Adjournment
Paul made a motion to adjourn at 8:39pm. There were no objections.

Respectfully Submitted,

Brian McCool