

FINAL Minutes  
East Goshen Township Website Committee  
July 10, 2014

**Present:** Committee members Erich Meyer, Paul Grothmann, David Hewett and Jack Reidy. Staff liaisons Jon Altshul and Brian McCool were also present. Joseph Mazza, a local boy scout, was also present. Committee members Jason Banks and Joe D’Antonio were unable to attend.

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

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

The June 26, 2014 draft minutes were approved.

**Review Committee Member’s Lists of Changes and Discuss How to Implement Changes**

The committee viewed a number of pictures provided by Township staff and selected various photos for the website. The committee would like to catalog pictures from Township events and pictures submitted by residents and categorize the pictures by event and year.

The committee decided to keep the background color of hunter green for the new website.

The committee discussed what should be included on the header, dropdown menu and side links. Google Analytics and the Tredyffrin website, a well-liked website by the committee, were viewed during the discussion. There was discussion of whether to have a dropdown for Park and Rec since it can be found in multiple locations; the committee decided to keep Park and Rec as a dropdown as it is one of the most viewed pages. The committee also decided to add a Facebook feed feature that will be located at the bottom of the home page. Below is what the committee decided should be included on the header, dropdown menu and side links.

Header:

- 1) Logo
- 2) East Goshen Township
- 3) Slogan
- 4) Embedded Picture

Dropdowns: (No particular order)

- 1) About Us
- 2) Services
- 3) Boards
- 4) Park and Rec
- 5) Refuse and Recycling
- 6) Contact Us

Side Links (No particular order)

- 1) E-notification & Emergency Alert
- 2) FAQ – Joanne, Township secretary, to come up with items
  - Should include search feature and items should not be in the form of a question.
- 3) Business Directory
- 4) Emergency Services
- 5) Forms and Applications
- 6) Newsletters
- 7) Earned Income Tax

\*Deer Management and Stormwater will be moved to “Services” dropdown.

**Discussion Topics for Next Meeting**

The committee will discuss which links to feature

**Adjournment**

Paul made a motion to adjourn at 8:12pm. The motion passed unanimously.

Respectfully Submitted,

Brian McCool