<u>Electronic Media Advisory Committee</u>

<u>Notes for Minutes March 26, 2015</u>

Attendance: Zachary Rubin, Dave Kelliher, Jill Laurinaitis, Lisa Gage, Ann Schreiber, Fred Young

Guests: Nancy Gaston Festa and Eric Festa

Township Liaison: Ron Smith

I.   Approval of Minutes from February 26.

II.   Main topic/issue to be addressed at this meeting is website recommendations.

III.   Dave Kelliher reported on emergency backup of website in the event of power outage. DMX has an emergency generator backup located in the Falls Township Building. Mobile site could be hosted by DMX at the cost of $1,000/year.

IV.   Bill Kyle, township's current contracted webmaster can upgrade the township's mobile site by using a Wordpress plug in at a cost of $500.

V.   Eric Festa, PHS Sophomore proposed that he can create a mobile site for the township at no cost. Eric showed a site that he designed with mobile capability.

VI.   Zachary Rubin was not in favor of turning the project over to a high school student; however, he welcomed the input of Eric in the project, and invited him to future EMAC meetings to serve as a consultant.

VII.   Discussion ensued regarding to what extent EMAC should recommend upgrading the website to include mobile application, and redesign to make website more visually appealing, interactive and easier to read. Jill Laurinaitis showed the group another website from a municipality that had a more contemporary, dynamic, colorful home page. The town is called Jefferson Township. Website:
www.jeffersontownship.org/Home
Everyone agreed that it was an improvement over current LMT website.
Fred Young said priority should be going mobile first, but was also in favor of redesign.
Zachary Rubin asked group to vote on two options:
Option A: (More expensive) Initiate a complete site rebuild; including back-end programming for the frame of the site, customer interface and interactivity, design and content. Plan is to Request funding from Board of Supervisors for this option first. Jill provided input regarding web site improvements – document attached.
Option B: (Less expensive) Adjust the site interface so it's more user friendly; no back-end programming, minimal interface redesign. (Perhaps include enhancements such as alternating banners for key news points)

Majority of group agreed to pursue Option A first. Jill volunteered to provide possible local vendors for website redesign.

Possibilities for Improving Content of Web site discussed:

- EMAC will make initial suggestions and invite input from Board of Supervisors, other committees and citizens.
- Consider an interactive page on website featuring communications between township residents and our Supervisors. This would not be a Facebook page. Rather, it would be a page where people send their questions, make suggestions, etc. The Board would have control over the content included on this page, and would within ethical bounds edit content so it would be non-inflammatory and neutral.
- Afford pages more white space, photographs/illustrations and less text so it's not overwhelming to read.

VIII.   Discussion of Facebook/Social Media: Brief discussion regarding Jill's investigation of Yardley Borough Facebook page. See attached handout. Further discussion tabled until next meeting.

IX.   Email harvesting – Utilize multiple methods to obtain emails for future use for both emergency and newsletter purposes. Methods included:

- Print newsletter
- Insert in tax bill
  Lisa Gage to investigate getting Tax Office to include an email solicitation in next tax bill mailing.
- Form in township offices/tax office
- Request more prominently on web site: moving banner like Falls Township

X.   Next meeting: Thursday April 30, 2015 at 7:30 pm. Location TBD.