WEBSITE DEVELOPMENT COMMITTEE MEETING
OCTOBER 25, 2010
MINUTES
(Draft Copy – Subject to Revision)

10:55 AM
NOV 1 - 2010
BEACON FALLS TOWN CLERK

Chairman D. Sorrentino called a Meeting of the Website Development Committee to order at 2:10 P.M.

PRESENT: D. Sorrentino, M. Krenesky, K. Wilson, K. Novak and Beth Bucciferro, Owner of Brighten Your View (Custom Website Design & Implementation).

D. Sorrentino noted he had asked B. Bucciferro what she thought about the Town's current website. M. Krenesky felt the website should have a consistent look and feel throughout the site. He suggested taking a look at the TOWN CMS website format to get some ideas on what the Town wants. He noted this site has all of the templates built and that there are links included to follow the procedure.

K. Novak noted this CMS package is very labor intensive as well as being very expensive.

B. Bucciferro gave some ideas she had about the Town's website.

- On the homepage, the first thing you see is the large alert box, which does not appear to allow for an interactive site.
- There is not a calendar.
- No ability to put programs on line.
- K. Novak suggested having the Boards and Commissions put together a calendar of their meetings.
- B. Bucciferro asked what the Town wants and what it wants the website's users to be able to do.
- K. Novak

Some of B. Bucciferro's suggestions and include:

- Once the Meetings are over with, those items should go from the page.
- Every page should be coded and changed monthly.
- She made note of the DRUPAL system which is easily administered.
- She noted an Open Source is constantly being updated., which basically overrides code.
- She noted a pay pal account could be used after a registration form is created for use for various Town activities, fees, etc. K. Novak noted there are fees charged by Planning & Zoning and Tax Collector, adding Town should take a look at all fees.
- Put together a directory of all Town businesses, perhaps including a small paragraph about the business and its website address, with K. Novak adding there could be links to those businesses as well. B. Bucciferro suggested checking out the Brightenyourview.com/drupal/demo website, which shows what links you can put on. She added that you can customize a model to do what you want to do.

- M. Krenesky suggested having residents opt in with their email addresses, which might be an additional option to the Code Red System.

D. Sorrentino asked B. Bucciferro to put together a presentation to present to this Committee, to include what type of staff is needed to keep the website updated. The Website Committee will schedule another meeting when this information is received. B. Bucciferro said she would present a phased proposal, with the second phase being the design and implementation phase.

With no other business, the Meeting was adjourned at 2:55 P.M.

Respectfully submitted,

Karen A. Wilson

Karen A. Wilson
Clerk and Member of the Website Development Committee, Meeting October 28, 2010

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