

Communication Committee Minutes

May 14, 2014

Attendees: Bob Karczewski, Clive Knowles, Terri Olshanski, John Lester, Beth Grebe, Miguel Bravo, Deborah Shertzer and Mark Watrous

Absent: Robert Tovo, Nilesh Shringarpure, and Mimi Kaplan

The minutes from the May 14th meeting were amended to include Mark Watrous in attendance and then approved.

CLEAN COMMUNITY WEEK AND SPRING CLEAN-UP DAY

- It was a very successful clean-up, thanks to all those who participated.
- We can improve it next year by planning earlier and posting the event sooner.
- The committee discussed what annual events take place in town: Memorial Parade, Trout Derby, Easter Egg Hunt, Town Club Home Tour, Christmas Tree and Menorah Lighting. A list of major events should be made at the next meeting and the committee should discuss the timelines and deadlines for posting these events. The ultimate goal will be to have the responsible committees, organizations and groups post their own events and meetings on the borough calendar

BOROUGH WEBSITE ENHANCEMENT PROJECT

- Miguel Bravo discussed his research with Castle Haven, Pavia, and Zuccaro. After evaluating these vendors, Pavia will be ruled out as they will not meet our needs.
- The committee discussed what might be eliminated from the list of requirements that was drafted.
- Bob Karczewski shared the information gathered from Tom Smith Design. This vendor has not done a municipal site in the past but has done very intricate web design and complicated sites.

- Mimi absent, Bob Karczewski will check with her on the progress being made with the other vendors
- The timeline of the project was again discussed and the group decided that June 15 was a realistic date to get some prices by.
- October was determined to be the best time to get the web site updates initiated because of summer, vacations and school starting in September.

CURRENT WEBSITE ACTION ITEMS

- Once again, photos of town events were requested and other updates to make the website more frequented.
- The next step will be the promotion of the new website. This will be an important task and members suggested using Mountain Lakes Living Magazine, Neighbor News, and bulk mailing to announce the website update and enhancement.
- The community involvement in submitting photos, new articles and upcoming events is key for the website to be successful.
- Posting the survey results for the community to review and thanking them for their participation and responses was suggested.

OTHER BUSINESS

- The process of getting events posted on the borough sign was discussed.
- This process is still under the jurisdiction of the Town Manager, Bob Tovo.
- The "In Memoriam" list has not yet been posted for the year 2013, a copy should be sent to the webmaster to honor these deceased residents of Mountain Lakes.

The next meeting will be held on Wednesday, June 11 at 8:00pm.

Respectfully Submitted,

Terri Olshanski