

Communication Committee Interim Meeting

July 22, 2014

Attendees: Miguel Bravo, John Lestor, Clive Knowles, Terri Olshanski and Robert Tovo

A synopsis of the work of the Communications Committee was given by Miguel Bravo to the Town Manager, Bob Tovo. The template of the new home page of the enhanced website was reviewed. An overview of the different web designers that were interviewed for the project was given and what the drawbacks of those that were ruled out.

The top two web designers, Digital Strategy and City Gov, were discussed and what the committee members felt was their strengths and weaknesses.

- Digital Strategy- very responsive with a lot of effort put into the proposal focusing on the needs of the Borough of Mountain Lakes and very detailed answers to our questions, great pricing for the project but the drawback is that it is a smaller firm with less experience and employees. Other positives included their knowledge of mandates for local government websites and their willingness to provide support services
- City Gov- was unavailable to meet in person, video conferenced in, with more cookie cutter responses. Their presentation was not individualized for the borough but their advantage is they have set up several Gov websites

The Communication Committee members overwhelmingly selected Digital Strategy as their top pick. Their proposal and pricing was reviewed. Bob Tovo stated that there currently are sufficient funds in the budget for the upgraded website and he would continue to hold these in excess of the proposal in case of add-ons or additional resources being needed.

Discussed that Word Press allows several pass code users who can control the content of their pages. Different departments would be able to revise or add on to their web pages without going into areas prohibited to them.

A template should be used so that the site will look consistent.

Bob Tovo will go to all the Department Heads and have them review their current content on the town website to see what should be removed, revised or updated.

The Next Step will be to contact Digital Strategies and draw up a professional service contract which will be reviewed with the town attorney.