

Communication Committee Minutes

Interim Meeting, September 24, 2014

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

Absent: Robert Tovo, Deborah Shertzer, Mimi Kaplan and Nilesh Shringarpure

PROJECT STATUS UPDATE

- Matt Zuccaro of Digital Strategies unable to attend, he forwarded an update and status report, see ATTACHMENT #1, which was reviewed by the committee
- Beth Grebe showed the committee a flyer which will be used to promote the website project. It will be forwarded electronically in the upcoming "Virtual Backpack" which is utilized to disseminate information by the Mountain Lakes School District. The committee members liked the flyer and agreed on its distribution.

WEB ADDRESSES

- Members stated they do not like the long web addresses such as mtnlakes.org/borough/departments/police or mtnlakes.org/commissions/shadetree the middle address should be removed- this will be discussed with Matt
- Library Update- the library will be hosted on the Mountain Lakes Borough website with a link under community to the library site

COMMITTEES AND COMMISSIONS

- Bob Karczewski distributed a Handout, see ATTACHMENT #2, on the Committees and Commissions which includes their Chairperson, contact information, council liaison, communication committee liaison, current status and action needed
- This handout was reviewed and commented on by committee members
- Discussed Other Clubs and Organizations such as: 55 Plus, AAUW, Boy Scouts, Home and School, Lake Drive Foundation, etc and where they would fit in on the updated borough website. It was decided that our initial focus would be on the Committees and Commissions and that these other groups and organizations could be addressed at a later date in a second phase. Will also have to further explore who goes onto the Borough website such as profit vs. not for profit
- Additional Information was requested regarding the Historic Preservation Committee such as the # of hits per page so they can figure out what is utilized on their current pages. Clive and Mark can provide this type of data on any website pages.

- It was noted by the committee that the Solid Waste is now under the umbrella of the Environmental Commission
- A sample page of the Communication Committee was distributed, See ATTACHMENT #3, as it might appear on the revised Borough website
- Groups such as Garden Club, Friends of the Arts, League of Women Voters will just have a link to their own websites

NEW BUSINESS

- John Lester suggested that the website have significant space on Volunteerism and other assets of Mountain Lakes besides Schools and Sports programs
- Also suggested that the Company Name and Contact information should be provided for contracted out individuals utilized by the borough, for instance, the tax assessor and the town attorney
- The COMMUNITY CALENDAR was discussed; this must be a top priority for the new/improved borough website as this was a finding on the survey. Making it current, relevant and with as many events as possible is a challenge. We will have to continue to discuss access for posting meetings and events and work through this as a committee.

Next regular meeting is scheduled for Wednesday, October 8th

Respectfully Submitted,

Terri Olshanski