TOWN OF PITTSFIELD
WEBSITE COMMITTEE
TOWN HALL, 85 MAIN STREET
PITTSFIELD, NH 03263

MEETING MINUTES OF MONDAY, AUGUST 1, 2016

CALL TO ORDER
Call to order at 7:07 P.M. by Clayton Wood, Chair

MEMBERS PRESENT
Clayton Wood, Chair
Erica Anthony, Select Board Rep (Alternate)
Robert Schiferle, Secretary

MEMBERS ABSENT
Cara Marston, Select Board Rep
Fallon Reed, Member

GUESTS PRESENT
Cathy Connors
Bill Provincial

WEBSITE COMMITTEE MEMBER CANDIDATES

(CW) Introduced Cathy Connors as a candidate for alternate committee member.   He noted that residency is not a requirement.

(CC) reviewed her experience and outline her experience in testing web sites, and provided some feedback regarding usability, broken links, Town Calendar text, and some postings that could benefit with additional information.

(CW) Motion to nominate Cathy Connors as Website Committee Alternate.
(RS) Second.
Motion Carried 3-0

(CW) Motion to nominate Bill Provincial as Website Committee Alternate.
(RS) Second.
Motion Carried 3-0

GENERAL WEBSITE DISCUSSION

(CW) Postings to Facebook should only echo news and announcements posted on the Town Website.

(CC) Comments on Facebook should also be disabled.

(CW) Provided an update on the Website status.

(BS) What types of criteria should we follow when posting to the web site?

(CW) We should avoid endorsements and religious postings (other than schedules). Postings should also be related to local communities.

(EA) What about the realtors we currently have listed on the "Moving to Pittsfield" page?

(BP) That could show favoritism. Realtor links should point to a larger organization, such as a real-estate board.

(CW) We will look and find some more appropriate links, and will immediately remove the existing links.

(CW) The MyPittsfiled website will end today, and its content has been moved to the Pittsfield Town website.

(BP) There is redundant information found on the website calendars.

(CW) You will have permissions to remove government calendar entries, and clean up the duplicates.

(CW) I have been working on pictures with Fallon, and we are ready for the Balloon Rally.

(CW) Do we want to allow people to upload pictures?
(Multiple) No
(CW) We can table this for now.

(CC) We should create an Entertainment link. It could have information for non-profit organizations such as the Pittsfield Players, or maps of local hiking trails, and also a calendar of just entertainment events pulled from other calendars.

(CW) Website analytics indicates the Balloon Rally pages have a very high usage right now.

(RS) The Police department pages are very high as well.

(BP) Who posts minutes to the website?

(CW) Four of us can currently post to the website.   However we may be adding more refined roles in the future.

Next meeting will be in September, starting at 7:15 PM.

Meeting adjourned at 8:30 P.M.