

Town of Andover
Website Development Committee
Town Hall Community Room at 17 School Road, Andover, CT
Wednesday, March 11, 2020 at 8:30 A.M.

Regular Meeting Minutes

1. Call to Order

Chair Scott Chalfant called the Regular Meeting to order at 8:38 A.M.

2. Roll Call

Members Present: Chair Scott Chalfant, Vice Chair Amy March, Secretary Amanda Gibson, BOS Paula King

Members Absent: Wendy Kopp

Others Present: Town Administrator Eric Anderson

3. Public Participation – None.

4. Old Business

- a. Review the Civic Ready training on Tuesday, February 18th and teach-back session on Thursday, March 5th
Amanda Gibson, Scott Chalfant and Eric Anderson attended a virtual training on mass communication technology with Civic Ready representative Annette Hammons. The town is now able to send emails/texts/voice messages to various groups via the platform. Amanda has created groups including a test, committee and town staff. The committee will be only utilizing mass communication for internal town usage until launching the platform to residents simultaneously with the new website kickoff.
- b. Review the Civic CMS design meeting on Thursday, February 20th
Scott Chalfant and Amanda Gibson attended the virtual design meeting on website design with Civic CMS representative Miriam Gross. Based on feedback from the committee, Miriam reviewed potential designs for the new website. Scott and Amanda tabulated a feedback list for Miriam and her team created an initial website layout. Goal is to launch the new website in approximately 3 months.

5. New Business

Discuss and act on the following:

- a. Review initial website design from Civic CMS
Members discussed the initial design and provided a list of feedback for Civic. The next step for the committee is to confirm the home page layout and organize the header pages. Scott Chalfant will re-share the draft header layout with the committee to review. Amy March to create the 'How Do I?' drop-down menu. Paula King will create a brief welcome page verbiage. Amanda Gibson suggested for Wendy Kopp to draft the letter sent to all residents to include information on new website, subscribing to news & alerts and Facebook page. Wendy previously created the Long Term Planning Committee's letter for the town-wide survey conducted. All members will review other towns' notification system.
- b. Survey for Town Hall Staff to gather department tab recommendations
The committee decided to conduct a survey for Town Hall Staff to provide feedback to the committee for the department pages content. Amy March will be creating the survey questions, consulting with the committee and then Amanda Gibson will distribute the survey.

6. Approval of Meeting Minutes

- a. Wednesday, December 11, 2019 Special Meeting Minutes
- b. Wednesday, January 8, 2020 Regular Meeting Minutes
- c. Wednesday, February 12, 2020 Regular Meeting Minutes
Amy March MOVED to approve the following: Wednesday, December 11, 2019 Special Meeting Minutes; Wednesday, January 8, 2020 Regular Meeting Minutes; Wednesday, February 12, 2020 Regular Meeting Minutes.
Scott Chalfant SECONDED
MOTION CARRIED 4:0:0

7. Public Participation – None.

8. Adjournment

Chair Scott Chalfant adjourned the Regular Meeting to order at 10:53 A.M.