

Meeting Minutes
Genesee Technology Committee
April 24, 2007 8:15 AM
Oxley

Attendees:

Jay Janzen, Don Lohman, Gary McKay (chair), John Recca, Bim Stanton

Discussion:

Staff's Needs / Genescene Catalogue

Due to the heavy snow that morning, Carla Andrews and Ryan Babcock were not able to attend the meeting to discuss these topics so they were deferred to the next meeting.

Intellicontact Email & Survey Services

The group concurred that the services offered by Intellicontact are good for the needs of Genesee for broadcast email and electronic surveys. There was discussion about who would manage the email list.

The committee unanimously passed a resolution recommending the use of Intellicontact for email and electronic surveys for Genesee.

The committee unanimously passed a resolution recommending that the Genesee directory be used as a source of email addresses for populating the email distribution list with clear and easy means of opting out electronically or by phone. It was seconded and unanimously approved.

Discussion regarding the resolutions focused on ensuring that people can easily get on or off the Genesee email list. That can best be accomplished electronically, but removal should also be facilitated by calling the staff. The email list must be kept under strict control, so that it is not transmitted with the emails and it is only used by the staff.

Website & Webcam

The Vision Committee raised the topic of search engine optimization, which could be addressed by this committee. Chris Midyet has experience in this area, so it will be raised the next time he attends.

Discussion followed about having links to other sites to improve the search ranking and also provide valuable information to residents and others interested in Genesee. Debate ensued regarding charging for some or all commercial links, such as restaurants and real estate listings.

Some indicated that the web site usefulness and hits could be improved by improving the organization and content. It was noted that broadcast emails should contain links to the site as appropriate to provide more information and draw people to the site. Search capabilities on the site would be useful to find things.

We agreed look at other community web sites for ideas. We could add videos of such things as the July 4th parade.

It was noted that the Communications and Vision Committees will largely provide the content for the website and the Tech Committee can help with implementation. Therefore, a joint meeting with the Communications Committee will be arranged.

There was discussion about how to use the webcam better, such as having it revert to an earlier view at night and putting it on the main page. One person has gone to the webcam view and saw the yardstick used for snow measurement and other time the sky, so it needs to be realigned periodically.

Many of these improvements will require outside services to implement, so the Tech Committee will need to recommend budget amounts to the Finance Committee later in the year.

Next meeting

The next meeting will be scheduled in approximately six weeks, preferably with the Communications Committee.

The agenda will include further staff's technology needs and plans, status of the cataloging of past Genescenes (Carla Andrews and Ryan Babcock will be invited)

Search engine optimization

Web site improvements, based on review of other websites