

Thursday, September 14, 2023 at 6:30pm — Town Office, Brentwood NH 03833

Committee Members in Attendance: Chair: Stefanie Lewendon; Vice Chair: Steve Dawson; Members: Josh Bertoulin, Letty Bedard, Becky Dunham, George Koch, Caleb Labbe

Committee Members not in Attendance: none

Advisory Members in Attendance: Janice Wiers

Guests: none

The meeting was called to order at 6:33pm

Administrative

Review of revised minutes from August 17 & 28

Motion to approve amended minutes by Steve, seconded by George, motion approved the 6-0-0 (in favor-oppose-abstain)

Action Item Updates

Stef: Mock-up Notes for Josh to relay to MunicipalOne (MO); emailed dept heads to update content on current website; working on contacting committees; collected Town Annual Reports and link to archived years; attended Rec Commission mtg; working on depts; docs in review folder; need to set up work session; Janice/Library meeting minutes; need Social Services input from Sue

Steve: work on the Civic Guide, need others to review; where else can review?

Josh: Spoke with MunicipalOne - holding off crawling site until design is approved to move forward; potential Oct launch; review revised mock-up; working to get financial accounts for Rec (Letty: Andy asked about possibility of payment plans); AV System, Rep left and rate went away; starting over with 2 new vendors for proposals

George: Met with Fire - content needs sorting - asking who will help once website goes live? Training? (Josh: What specific feature are they looking for?) Regular content updates/events; permitting (with Kip); forms; integration with FB; ability to see just Fire calendar; permissions for communication; (group discussion about texting/SMS use guidance); previously spoke with Joyce/Cemetery

Caleb: individual photos are taken and on Google Drive folder; included a portrait index; exterior/interior of Rec Center; attended Cemetery Trustees meeting; passing on personal photos of fields

Becky: Town Clerk info, taking what is currently displayed and researching other local websites; assessing; reviewed and commented on docs; where will forms/docs go? What will template look like for pages?

Letty: Working on a master calendar; Working with Andy on brain dump list and access to Rec info; will there be tags/categories for programming? Filter by age, seasonal etc.?

Stef/Letty/Josh: attended the 9/13 Rec Commission mtg; asked a lot of good questions; big question about payment system; competitive rate sounds good; similar questions asked as other groups

Group: Is there a capability for photos albums for events? (Fire requested); could create storage issues; suggestion to use FB or possibly Instagram for event photos; concern for children's photos permissions? We may need to recommend a platform - Caleb to research option other than social media for town account; one generic admin for town accounts for back-up accessing?

Janice: Discussion of legal responsibility for taking photos of children

Website - Revised Homepage Design Mock-up Review

- How easy is it to modify design after we launch? MO to handle layout; content/formatting within the layout is town responsibility; small tweaks will continue to be supported by MO; chance to redesign later
- Comparison of initial mock-up with revised mock-up and feedback provided

- Replace image in mock-up; Make sure first image is strong so the white type is strong/readable (first image stays until refresh); photo represents rural character, serenity
- Use larger title we prefer (provide art)
- Change 'Top 9' Icons to 6; better for mobile
- NEW TOP 6: Town Depts & Directory, Waste & Recycling, Pay Online; Meeting Agendas & Minutes, Stay Informed, About Brentwood
- Possibly add 'Directory' to Nav banner
- Color - brand blue is gone but palette overall is better; seal stands out better; color may be a little dark; ADA compliance
- Top navigation bar, prefer cream vs black
- Remove 'Dept' bar – feedback from MO- encourage not to have it - conveys message that the bar represents only depts; stops curiosity browsing; first icon being Dept/Directory allows access to all; on mobile it will be a large block (not ideal)
- Add a search bar (like we talked about at last meeting); pros/cons; maybe it's a transition tool?; gives upfront access for anyone looking; make look nice, not hokey; place above or below top icons
- We can use Google analytics data to tweak usage/access in the future
- Font use; all caps might be more timeless; need to prioritize ADA
- Subhead font use
- Calendar - reduce to 3-4 days for mobile
- Example of committees needs some work; photos need to be smaller; need to provide a template for subheads/sections; subheads stay the same and content can be updated; keep left column only
- Directory/database; data to auto-populate content on pages
- Is there a group selectboard email address? Need for a generic email address vs. personalized names
- Overall - mock-up is looking good and getting close to a final
- Josh/Stef to work with MO to finalize the design
- Need a working sitemap to see navigation; looking for MO direction on what content to focus on
- Need to provide links that will appear on each committee page
- Need to have Karen/Depts to verify info in directory/database
- Fire/Police/Rec/Library - Do we focus on template for town / have MO crawl info? new/repeated template
- Josh/Stef/George to meet on the side and/or with MO for a check-in
- Unified/consistency look and feel across website; how integrated is Police/Fire/Rec/Library
- Thinking about next presentation to the Selectboard; finalized homepage

Set Next Meetings

- Meet second Thurs. of the month: October 12, November 9 / Possible mtg Sept 28 TBD
- Meeting time & location: 6:30pm at the Town Office

Summary of Action Items

- Stef/Josh to relay requested changes to MO
- Stef to provide meeting minutes; draft for review; final pdfs to Karen
- Josh/Stef/George to potentially meet on the side and/or with MO for a check-in
- Caleb to start researching platform for photos; photograph Selectboard
- George to contact building inspector and police
- Letty to continue working with Andy/Rec
- Everyone keep collecting info

***Motion to adjourn by Steve, seconded by Stefanie, motion approved the 6-0-0 (in favor-oppose-abstain)
Meeting adjourned at 8:10pm***

Respectively Submitted, Stefanie Lewendon—Chairperson, Communications Subcommittee