

Thursday, August 28, 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 (remote), Becky Dunham, George Koch

Committee Members not in Attendance: Caleb Labbe

Advisory Members in Attendance: Janice Wiers

Guests: None

The meeting was called to order at 6:37pm

Administrative

- Stef to transcribe meeting minutes from August 17th for approval at next meeting
- Emails:
 - Karen to coordinate and train Stef to record the non-public meeting minutes
 - Jeff Donald - contacting to build a list of community services (Meals on Wheels, TASC etc.)
 - George requested to access committee docs
 - Stef has been emailing committee chairs to request info
 - Becky/Steve/Caleb/George have been emailing to build content
- Need for an annual audit of website content to keep up-to-date; staff maintenance vs. a committee role
- Stef spoke with Julie Velevis (Rec chair) to go over high-level new website tools at Rec's disposal
Josh/Letty/Stef will attend the Rec Commission's next mtg on Sept 13

Motion to let Letty join via Google Meets by Josh, seconded by Steve, motion approved the 6-0-0 (in favor-oppose-abstain)

- Review of revised minutes from July 13th
Motion to approve amended minutes by Stef, seconded by George, motion approved the 5-0-1 (in favor-oppose-abstain)

Website Update

- Steve has written content for the 'Citizens Guide' portion of the website; everyone is welcome to review
- Daphne has written content for Town Clerk Services and meeting with Daphne to edit/confirm
- Divide into 2 groups for editing content: Team 1: Steve, Stef, Josh & Team 2: Becky, Letty, George, Caleb
- Library; content will migrate; domain name remains the same; make sure content on current website is correct
- Josh spoke with MunicipalOne - they are waiting for our feedback on the mock-up to then move forward
- Photos in mock-up are actual town photos
- Janice said Caleb came to the Library to shoot the space
- Initial reaction/thoughts to the homepage mock-up provided by MunicipalOne:
 - Karen's input was positive: clean, organized, looks easy to use
 - 'Welcome' text should be bolder or have more shadow to contrast on image
 - Needs to be obviously 'Welcome to Brentwood, NEW HAMPSHIRE'; same font size; stronger shadow
 - Header titles: change Government to something else, Governance? / Community & Recreation
 - 'Service Center' needs to change or be omitted; it's not 'Online Services'
 - Will we have control over responsiveness? Can we reduce/prioritize options for mobile use? Or change the look
 - Center items are meant to be for top hits on website; they can potentially be updated
 - Font use? How many fonts are being used? Are the fonts we specified being used?
 - The seal is resting too close to the top edge; add a black border to pad the top

- Possibility of bringing the seal off the top and into the photo; may not work with all formats/responsiveness
- Adjust the sizing in the mobile screens
- Add fine colored lines to border section
- Provide the 'Welcome to...' art
- Photos will reload - can change seasonally, or have mixture of all seasons at once (less to maintain)
- Seal with logotype at the bottom
- Add photo credit at bottom
- When hover over top bar, assign a color to each section
- Seal with logotype added should be presented to Selectboard
- Calendar should grow in height to accommodate events
- Keep search field at top right where most people would look for a search tool
- Critique wording now or later?
- Change recycle icon to a trash can icon; change Garbage to Waste
- Can there be a link to the recycling program at the Library from the waste/recycling page
- Change one of the quick links to the volunteering section? Or employment?
- Dropdown banner terms - change naming?
- Will the headings be changeable? Josh to ask what is configurable on the template vs. hard coding
- Add a line of 'buttons' that lead straight to major town entities: Library, Schools, Rec, Police, Fire, Town Clerk...
- Can the rollover action make the icons inverted color
- Will need a revision to the homepage mock-up for review; review async unless there's a need to review together
- Once approved, we should present to the Selectboard as an update
- Would like to see mock-ups for a dept page and committee page
- Create a memo/email to update staff on status; do we need to hold a meeting?; update the doc we presented to the Selectboard
- Oct 1 soft launch is internal goal to gauge where we are at that point
- Ask staff to update current web content in anticipation of migration
- Will the Directory info automatically feed into committee/dept pages

Additional Items

- Library is hosting an event this Thursday about communication
- Josh is waiting for updated AV quote; Rep who provided initial quote left the company-waiting for a new Rep

Set Next Meetings

- Establish the next 3 meetings: September 14, October 12, November 9 (second Thursday of the month)
- May need to call extra meetings for mock-up/content review
- Meeting time & location: 6:30pm at the Town Office

Action Items

- Stef to compile changes to homepage mock-up for Josh to relay to MunicipalOne (or meet)
- Stef to provide meeting minutes for both August meetings
- Stef/Karen to email update to staff on status of website; ask to update current content
- Becky to continue working with Daphne
- Josh/Letty/Stef to attend the next Rec Commission Mtg / Letty to work with Andy to organize content
- George/Caleb to attend a future Cemetery Trustees Mtg
- George to talk to Highway/Police/Fire
- Stef to finish emailing committees

Motion to adjourn by Steve, seconded by Stefanie, motion approved the 6-0-0 (in favor-oppose-abstain)

Meeting adjourned at 8:05pm

*Respectively Submitted,
Stefanie Lewendon—Chairperson, Communications Subcommittee*