

Hampton Town Website Review Committee Meeting
Minutes
Tuesday, February 21, 2012
7:00PM

Meeting was called to order at 7:07pm by Chair Melanie Johnston.

Members present included Melanie Johnston, Mary Oliver (@8:15), Donna Tommelleo, Gay Wagner, Eleanor Linkkila, & Kathi Newcombe
Members absent: Kris Crawford

Review & approval of minutes from 2/7/12

Donna moved and Eleanor seconded to approve the minutes as presented; motion passed unanimously.

Audience for citizens

None

Review of feedback or requests from public

Melanie reported that a request for a community calendar came from Mark Davis. Eleanor received a comment about the search function on the current website not appearing to work correctly; it was determined that it only looked like the search was of all the internet, but it is limited to only documents contained on the Hampton town website. Mary reported that she received a comment indicating a belief that the committee is going to change everything on the website; she corrected them and informed the commenter that the committee was studying and making recommendations to the BOS.

Review of suggestions from committee members based on their benchmarking of other town websites

Using a digital projector, the committee continued to view the Hampton town website along with the town websites reviewed by committee members and made the following comments:

- Town history should be a separate entity from visitor information
- A pictorial history of Hampton could be pursued, involving Photographer Pete Vertefeuille
- Hampton artists' pictures could be mixed in with photos of the town
- The town should have a "brand" as many other towns do (reference Harwinton & Burlington as well as other towns in Litchfield County)
- The website should have a Google-type calendar (such as Burlington, Ellington and some other towns reviewed) with a link to it from the home page
- There should be a link to local businesses and points of interest
- There should be quick links to state resources
- There should be an emergency services section which links to an emergency management page as well as police, fire and other emergency services
- There should be links to the Hampton Gazette and the Hampton High Road as well as the Norwich Bulletin, Willimantic Chronicle & Hartford Courant
- There should be a directory of town services with names of personnel, phone numbers and email addresses, if available (such as Bridgewater & Killingly)

- A “submit info” link at the top of the calendar would be useful for those wishing to directly submit information to be screened and added to the calendar
- There should be a search function near the top of the home page (such as Litchfield)
- The home page should not be too busy and should contain a good amount of white space (such as Eastford)
- The home page should contain near the top the physical and mailing address of the town and phone/fax numbers (such as Barkhamstead)
- There should be rotating pictures & text describing the town (Barkhamstead)
- Residents and other interested parties should be able to subscribe to various agendas, minutes and information via email
- Under each board/commission, there should be a list of the current members and their terms and contact info, along with minutes and agendas
- There should be a cross-reference from what service a visitor might be looking for to where to find it, with a clickable link to the contact (Mansfield)
- Instead of overly lengthy drop-down lists, clicking “departments” or “boards/commission” should take the viewer to a page where the relevant items and links are listed down the left side of the page (Mansfield)
- There should be access to minutes back for several years (Mansfield)
- There should be links to services (utilities, child care, schools, emergency services, government) as well as things to do in town (Woodstock, Mansfield)

Melanie also reported that she interviewed Administrative Assistant Liz Stillman to observe what she updates and how, and to obtain feedback and suggestions from her. Melanie presented some mock-ups that Mary had made based on previous suggestions.

Next steps

Each member should continue look at the websites of a variety of CT towns and report to Melanie any more specific “good ideas” from specific town websites for review. Mary offered to continue to make mock-ups based upon suggestions made at this meeting as well as any others which members report before the next meeting. The Committee will continue to review pages and mock-ups and make further suggestions at the next meeting.

Audience for citizens

None.

Adjournment

Kathi moved and Melanie seconded to adjourn at 8:44pm.

Respectfully submitted,
Kathi Newcombe