

Metuchen TV/Technology Committee Minutes
Thursday, March 28, 2013

Michael Scheller
Dave Lanton
Ron Grayzel –Council Liaison

Ira Grubman
Beatrice Moskowitz – Chair
Eric Mintz, Woodbridge Ave., guest

Don Yerger
Mike Guarino - Secretary

Administrative

- The meeting was called to order by Mike at 8:03 and proposed to review and accept the previously circulated February minutes. Ira made the motion with a second from Dave.
- Mike advised the Committee that there were no complaints received by the Committee.
- A 2/28/13 letter was received from Cablevision, providing a revised fee schedule, effective 4/1/13;

On-going/New Matters

Public Portion: Our guest Eric wanted to inquire about the Committee's activities, especially regarding Cablevision. His main concern was the poor broadband service currently being provided within Metuchen. One alternative he suggested was to look at Cloud Service as a possible alternative source. He also noted that the WIFI service in Borough Hall was not working properly, which should be addressed with Cablevision. Beatrice suggested she contact Don Viapre at Cablevision - all agreed;

Municipal Website:

- Mike noted that a survey conducted by Monmouth University regarding municipal websites had been recently published in which, out of 540 sites, Metuchen placed 44th. Many agreed that was a good showing for a town our size, but more work needs to be done.
- Regarding the status of our comments to the Borough's contract with *City Connections* for the annual maintenance of the Municipal Website, which was up for renewal in 2/13. Ron advised that our proposed revisions to the renewal contract with *City* were reviewed with the Mayor and Council and forwarded to Morris at *City*, with many requested revisions incorporated prior to renewal. Mike reminded all of the need to adopt internal procedures;

Social Media Strategy/Policy: Mike had e-mailed to the Committee a draft of the proposed *Social Media Policy* in order to establish guidelines for the use of such media as *Facebook* and *Twitter* by the municipality. The 2 main areas covered the type of information to be included and access rights to manage it. suggested adding an escalation process for any violations of the policy, to which all agreed. Once finalized, it will be proposed to the Council;

- Don suggested that we look at smaller service providers for this process, some of which can provide their own municipal WIFI. He advised that someone he knows in the business may have some experience in drafting such policies, whom he will contact for possible input on our draft;

Cable TV/Website/METV Survey:

- Beatrice will follow up with Ken regarding the results from the OnLine Survey posted on the Website to combine with the results from the October 2012 Fair for a report to the Borough Council;
- Don noted he would try to contact another town regarding how they provide their own municipal WIFI;

Cablevision Issues:

- Follow-up efforts to contact our new *Cablevision* representative, Anne McDonald, to seek further feedback re questions centered on broadcast quality, wireless "hotspot" in Boro Hall and pricing on the services available under the *Municipal Optimum Business* program;

There being no further business, it was noted that the next meeting was scheduled for April 25, 2013; the meeting was adjourned at 9:10pm.
M. Guarino 4/23/13