

Metuchen TV/Technology Committee Minutes
December 2, 2015

Beatrice Moskowitz Mike Guarino - Secretary Ron Grayzel –Council Liaison Frank Weichmann
Guest: Borough Administrator: Jennifer Maier

Administration

- The meeting was called to order by Beatrice at 8:08,
- Mike noted he had previously circulated the October Minutes for approval; no revisions noted and Minutes approved as presented;
- Mike also indicated there was no new correspondence to the Committee and no new complaints had been received since the prior meeting;

On-going/New Matters

Website Update/Issues:

- As a follow-up to our discussion at the prior meeting, Frank suggested that he could provide an overview of the various sections of the updated Website in preparation of making a presentation with recommendations to the Borough Council;
- Ron suggested that we gather a sample of what other towns of similar size have on their sites to assess other possibilities;
- it was agreed that prior to further discussion with the representative from *Zumu* we should focus on how we might further update the Metuchen 'brand' by developing Phase II of the "refresh by:
 - o suggest what other services might be made available on the site (e.g., pay local taxes; and
 - o update the various narrative sections on the site, such as the "*About Us*" section and developing some additional ones such as "*Living In Metuchen*" and "*Working In Metuchen*" to attract both potential residents and businesses;
- Mike suggested that we might also want to have links to update interested parties regarding the new development projects in Metuchen to generate further interest in our future living and work environment.

Social Media Policy

- As a follow-up to Ron's prior suggestion to further review the Social Media Policy the Committee had developed and was adopted by the Council in early 2014 for review, Mike noted he would forward the current version to all members and asked that they all provide any suggested revisions for discussion at the January meeting for discussion it and all agreed;
- also need to confirm if there is a link to this Policy on the Website.

METV

- It was also suggested we follow up with Rich DeSimone, METV's manager, to address any concerns on the revised site as it relates to Channel 15 and all agreed it could be helpful in the process. We will invite him to the February meeting.

There being no further business, it was agreed to hold the next meeting on January 28, 2016 and the meeting was adjourned at approximately 8:55 pm.

M. Guarino 1/25/16

Metuchen TV & Technology Committee
Agenda for January 28, 2016 Meeting

Administrative

-Review of 12/15 meeting's Minutes

-Annual Reorganization and nomination of officers

-Review of any complaints received by the Committee

-Review any correspondence received

On-Going/New Business

-Follow-up review website update process with Zumu, including narrative revisions for presentation to Council;

-Review current Social Media Policy for any possible revisions:

Any New Business