

Metuchen TV/Technology Committee Minutes
July 22, 2015

Beatrice Moskowitz Mike Guarino - Secretary Ron Grayzel –Council Liaison Dave Lanton
Adam Liss, Ira Grubman

Administration

-The meeting was called to order by Mike at 8:12, who noted he had previously circulated the June 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/RFP Issues:

-Mike first noted that after the contract transition from *City Connections* to *Zumu* (effective as of 5/1/15), our new provider Zumu had initiated a refresh to the Metuchen website; he asked how the Committee viewed the initial changes would suggest that we take this opportunity to consult with *Zumu* as to how we might update the Metuchen 'brand. Several members noted it seemed much more user friendly, but also indicated that the changes also raised several questions:

- o what is the target audience for the use of the site (residents looking for current events or outsiders looking to learn more about Metuchen?)
- o what other services might be made available on the site (e.g., pay local taxes)?
- o other ways to further enhance the 'Metuchen Brand'?

It was also suggested that perhaps we invite a Zumu representative to one of our upcoming meetings; all agreed this was a useful idea to directly exchange ideas and get a sense of what Zumu has done for other towns in that regard. Ron agreed and would propose the idea to initiate contact, perhaps for our October meeting after the Fair;

-Beatrice noted that we should again have a booth at the Fair and focus the survey on the website upgrade to seek some feedback from the public and any additional needs not yet addressed. All agreed and Mike advised he would circulate the prior survey for review by all for suggested revisions to discuss at our next meeting;

-Ron then suggested that we should re-circulate the Social Media Policy the Committee had developed and was adopted by the Council in early 2014 for review and any suggested revisions. Mike will re-send to all for review;

-As a follow-up to our discussions at the June meeting with Rich DeSimone re METV and the potential for re-instituting a student intern program to learn more about the station and PEG channels, perhaps through the high school. Mike noted that we need to re-connect with our school liaison to work with our Committee, so as to be more aware of technology needs in the various Metuchen schools

- o Rich also noted the on-going implementation of FirstNet as a national emergency communications system, which the Jersey Access Group has been in a lead role in pushing for its expansion;

There being no further business, the meeting was adjourned at approximately 8:55 pm.

M. Guarino 9/21/15

Metuchen TV & Technology Committee
Agenda for September 24, 2015 Meeting

Administrative

-Review of 7/15 meeting's Minutes

-Review of any complaints received by the Committee

-Review any correspondence received;

On-Going/New Business

o Follow-up re recommendation for Metuchen's Municipal Website Update Proposal re:

- Review questions to pose to Zumu re update process;

Any New Business

o Further consideration of booth at Fall Fair to seek input from public re Website enhancements and update Survey to focus on those issues;

o Re-distribute Social Media Policy for review and any updates