

Metuchen TV/Technology Committee Minutes
October 22, 2015

Beatrice Moskowitz Mike Guarino - Secretary Ron Grayzel –Council Liaison Frank Weichmann
Special Guests: Liz Niederberger (from Zumu); Jennifer Maier , Borough Administrator

Administration

- The meeting was called to order by Beatrice at 8:10,
- 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:

-Beatrice then welcomed Liz from *Zumu*, the company which had completed a refresh to the Metuchen website, as well as Borough Administrator Jennifer Maier for joining the meeting; as a follow-up to our discussion at the prior meeting, it was agreed that our discussion with the representative from *Zumu* should focus on how we might update the Metuchen 'brand' by developing Phase II of the "refresh by:

- o identifying the site's target audience ;
- 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 update interested parties regarding the new development projects in Metuchen to generate further interest in our future living and work environment. Liz noted that we could do so by establishing links to summaries and/or progress reports All agreed we would review the current components for discussion at our next meeting and would make recommendations to the Council and then provide the results to Liz as how to best incorporate in the site. The Committee representatives then thanked Liz for agreeing to attend the meeting;

Country Fair

--Frank then provided an update on the Survey results from the October Fair booth, noting we had 27 completed surveys from Metuchen residents. He noted that this year's version focused the questions on the public's feedback on the site, with a 78% positive response rate for the updated site.

Social Media Policy

-As a follow-up to Ron's prior suggestion to re-circulate 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 December meeting to review it and all agreed;

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.

There being no further business, it was agreed to hold the next meeting on December 2nd, and the meeting was adjourned at approximately 9:05 pm.

M. Guarino 11/30/15

Metuchen TV & Technology Committee
Agenda for December 2, 2015 Meeting

Administrative

-Review of 10/15 meeting's Minutes

-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;

-Review current Social Media Policy for any possible revisions:

Any New Business