

Metuchen TV/Technology Committee Minutes  
September 24, 2015

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

**Administration**

- The meeting was called to order by Beatrice at 8:08, who noted he had previously circulated the July 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 *Zumu* had completed a refresh to the Metuchen website; as a follow-up to our discussion at the prior meeting, it was agreed that our discussion with the representative from *Zumu* in October was to focus on how we might update the Metuchen 'brand' by identifying the site's target audience and what other services might be made available on the site (e.g., pay local taxes)? Ron confirmed that the *Zumu* representative would be attending;
- Frank also suggested that we follow-up with Don Yerger from this Committee regarding some technical questions regarding the site to discuss with *Zumu*. Mike will try to contact him;

**Country Fair**

- Beatrice confirmed that we have a booth at the Fair near What's The Scoop, which is a better location for people traffic;
- Mike suggested that we focus this year's 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 revised survey for review by all for suggested enhancements prior to the Fair;

**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 and any suggested revisions, it was agreed that we would wait until the December meeting to review it in order to focus on the website;

**METV**

- Mike suggested we invite Rich DeSimone, METV's manager, to attend the meeting with *Zumu* 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 8:57 pm.

M. Guarino 10/18/15

**Metuchen TV & Technology Committee**  
*Agenda for October 22, 2015 Meeting*

**Administrative**

-Review of 9/15 meeting's Minutes

-Review of any complaints received by the Committee

-Review any correspondence received;

**On-Going/New Business**

-Review website update process with Zumu, including Committee questions;

-Discuss any recommendations from the surveys for Metuchen's Updated Municipal Website :

**Any New Business**