

Metuchen TV/Technology Committee Minutes

January 28, 2016

Beatrice Moskowitz Mike Guarino - Secretary Ron Grayzel –Council Liaison Frank Weichmann
Ira Grubman Jon Horowitz Guest (member of the public): Earnest Docs, Graham St. Metuchen

Administration

- The meeting was called to order by Beatrice at 8:02, Ron noted this was our annual Reorganizational meeting and that we need to appoint the Chair and Secretary and opened the floor for nominations.
- Frank nominated Beatrice to serve as Chairperson and Ira seconded with all concurring;
- Ira nominated Mike as Secretary and Jon seconded and all concurred, with both accepting;
- Ron next noted that several members were up for re-appointment (Mike and Ira) along with 1 new member (Jon) and distributed their Oaths which were signed, notarized and returned to Ron;
- Mike noted he had previously circulated the December 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;
- Our guest Mr. Docs noted that he had observed some definite improvement in the Municipal Website since refreshed by Zumu, but indicated that he still saw a need for it to be updated more frequently to keep it current. He also observed that he felt the quality of programming [and/or the broadcast capability] needed improvement. It was noted that METV looks to keep up with current technology but that HD and other high-end equipment is expensive for a small town like Metuchen. The Committee thanked him for his input;

On-going/New Matters

Website Update/Issues:

- As a follow-up to our discussion at the prior meeting, Frank advised that he had reviewed the websites of 4-5 similar NJ towns suggested that we review some of the drop-down menus and internal links to compare to the other towns, focusing on such categories as:
 - About Us*" (Mission/Visions/Values) section and developing or updated narratives) for such topics
 - "Living In Metuchen"* and *"Working In Metuchen"* to attract both potential residents and businesses;
 - 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:
- Beatrice noted the importance of the Arts in Metuchen and suggested we look to help focus on June Bug as one of the key events to kick off the summer, perhaps with a dedicated link
- Mike suggested that we all review Frank's email with his input about the other towns' sites for the next meeting for other ideas, including the prior suggestion 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 request to further review the Social Media Policy the Committee had developed and was adopted by the Council in early 2014, all agreed that the current version which Mike had re-circulated in December remained relevant and no changes were required at this time and thus re-approved.

METV

- Mike noted he would 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 meetings on a quarterly basis starting in March, to discuss METV and developments in the industry. 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 2/22/16

Metuchen TV &Technology Committee
Agenda for February 25, 2016Meeting

Administrative

-Review of 1/16 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 for presentation to Council;

-Review request from Borough Clerk to address growing volume of calls from Cablevision customers re service complaints due to current designation on monthly statements.

Any New Business