

## Highlights of Meeting with City Connections- 9/19/2013

### Attendees:

Pat Hatalla, Nancy Burgess, Judith Meskill- Clinton Volunteers  
Morris Enyeart- City Connections CEO

### Meeting Highlights:

~ Morris presented background information on City Connections (CC)

- 7x24 support, CC existed over 15 years with emphasis on municipal support
- Support NJ League of Municipalities and other multiple municipalities
  - o Monmouth University study sited 3 of CC developed sites in the **Top 10** in NJ
- Primary focus is to provide residents and visitors local information; not a responsive website (A responsive site costs 2/3 X more than the current HTML capabilities/services that CC currently provides)
  - o Functions can include upload agendas, videos, audio files (e.g.: Hopewell), on line surveys (utilizing QuestionPro)
- Clinton website started in 2005 at \$1620 with minimal increases to the current rate \$1909; other small municipalities would now start at approx. \$5K but Clinton rate is grandfathered.
- CC supports Clinton website, email (51 accounts with 3 filtered for SPAM & viruses-\$ .003) and hosts police.
- Clinton has 793 registrants for automated notifications and 975 email addresses on the water list
- CC uses HostMonster/Host Gator in Utah-no outsourcing, Tier 3 support, Linux servers with redundancy, no proprietary software.
  - o During Hurricane Sandy-not one site went down; supported frequent uploads at critical time within a 5 to 25 min timeframe
- CC uses jquery-open standards, Dreamweaver and Photoshop for graphics

~Agreement that menus are outdated and CC has been willing for the last few years to redesign the website at no cost

- Most content can be reused
- 3 online interactive contact forms are included
- Search Engine- incremental \$285
- CC can establish a Single "Social Media" page that may contain links to multiple Facebook and Twitter pages
- 30 day calendar
- Photo scroll
- Clerk can distribute agendas (via ShareFile) to eliminate manual copying
- Different Views can be considered ( e.g.: Visitor vs. Resident Municipal Information)

~ Other supported sites that implement the more current CC design include:

- <http://www.westwindsornj.org>
- <http://www.gtnj.org>
- <http://www.princetonnj.gov>
- <http://www.watchungnj.gov>

~ Discussion on next Steps

Short term-

- Change the blue coloring in individual boxes and line that bleeds into wording
- Delete "N/A" employment box ( already done)
- Add Facebook/Twitter links
- Provide capability for update box on homepage so simple messages can be communicated by town staff (uses PageLine); CC will provide training video

Longer Term (Earliest Target Date: Feb 2014)

- Redesign site so social media compliant
- Judith is to provide some design templates for consideration
- Potential may exist for minimal funding to incorporate items that may not currently exist (e.g. Search engine)

~ City Connections also cautions Clinton council members from using personal email and Facebook accounts for distribution of information. There is a significant liability risk, phones may be confiscated as part of a search and there may be personal liability. Beth should discuss this with Council and Dick Cushing.

**Recommendation:**

After the exchange of information and discussion on future enhancements to website, it was recommended by all participants that we continue to use City Connections and work with them to develop a more robust site utilizing the "short term" and "long term" views briefly outlined above.

Submitted By: Pat Hatalla

9/26/2013