

Park Ridge Technology Committee Meeting Minutes

Wednesday, January 27, 2010

Meeting called to order at 7:30 PM in the Violations Bureau Room, Borough Hall.

In attendance: John Kane, Dan Browne, Colleen Ennis, Chris Halton, Scott Kreisler, Justin Mezzadri, Peter Nakkash, Paul Wharton

Not in attendance: Bruce Goldsmith, Peter Mauro, Terry Maguire, Doug Neumetzger, Joseph Rampolla, Cathy Timpone

Welcome to all returning Tech Committee members and to newcomer Bruce Goldsmith. The following 2010 Committee Chairs were established tonight:

2010 Technology Committee Chair Chris Halton
2010 Technology Committee Vice Chair Paul Wharton

Old Business/Open Items:

- a) **Google Analytics Demo on PR website Statistics** - Justin
 - Justin established a sign on for Tech Committee for Google Analytics. Sign on parkridgewebmaster....password to be distributed by Justin to committee members
 - Google Analytics was set up by QScend who technically has the rights to do so. If we ever wanted something additional, we could notify them.
 - Stats – very impressive and numerous analytics including highlights such as 22K hits to our ParkRidgeBoro.Com website since inception. Our average visitor stays on for 2.5 minutes. The site highlights entrance points geographically, by web browsers, exit points, most frequent web pages etc. Stats are informative feedback for our Boro Webmaster and our Tech Comm. members

- b) **Tech Projects – Funding**
 - John to meet with Helene & Kelley regarding Grant opportunities for the projects already scoped by committee
 - Focus on the Police Intersection Safety Cameras – Helene had mentioned there may be Fed Grants for Safety/homeland security items – update to come
 - John to discuss with 2010 Finance Committee for the adoption of Capital Improvement funds for some of the less expensive projects that are less dependent on Grants (due to total financial amounts)

- c) **Email notification features**–Justin/Paul–not discussed at this meeting

d) **Tech Committee Google Website** – Chris H

- Tech Comm. will leverage website for all projects and subcommittees. This will grow to be a repository, project tool, calendar and shared space for volunteers working together on Tech Comm. initiatives.
- This project website will serve this committee for many years to come and will provide continuity as volunteers & Council members change over the years. It will be very easy in the future to implement Projects scoped today and funded tomorrow

New Business: Discussion of any new initiatives that Tech Committee members feel should be explored

a) **New Subcomm. was formed for reviewing Website Present/Future**
– Paul, Justin, Peter N.

- They will assemble a power point highlighting the key website analytics
- Based of analytics – they will propose a recommendation list of next steps to best utilize the website for the future
- Established that for March Meeting – subcomm. to present draft to Tech Committee
- April target date for presentation to Mayor & Council - note dates can easily be pushed back based on progress of subcommittee

b) **Goals of Tech Committee for 2010 (more to come)**

- Further enhance the Website and make recommendations to the Boro, continue branding www.parkridgeboro.com for more visibility and more web traffic and expand **How Do I?**
- Poll Park Ridge Residents regarding what they like about the Website and what other things they desire to see on the website
- Introduce more forms, mailers or information to be readily available for the online community
- Continue the developments made on QNotify and establishing and promoting email lists to receive Boro updates (and select Committee updates – example: Rec)
- Work with the Boro to help scope and implement technology improvement projects where Grants or funding is available
- Continue to brainstorm more ideas to technology advance the Boro

Meeting adjourned 8:45 PM

NEXT Meeting – Wed 2/24/10 @ 7:30PM Borough Violations Room