

Park Ridge Technology Committee Meeting Minutes

June 30, 2010

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

In attendance:

Chris Halton, Kelley O'Donnell, Paul Wharton, Peter Mauro, Doug Neumetzger, Justin Mezzadri, Bruce Goldsmith, Peter Nakkash

Not in attendance:

John Kane, Scott Kreisler, Dan Browne, Terry Maguire, Joseph Rampolla, Cathy Timpone, Colleen Ennis

Agenda Items Discussed:

- **Park Ridge Town Picnic: Tech Committee Recap (Chris Halton & Team)**

On June 5th, the Technology Committee partnered with PKRG-TV to have members of both committees at the Park Ridge Town Picnic. The primary purpose was to build awareness of the Technology Committee and some of its project initiatives. In addition, we promoted our Borough Website and the ability to opt-in to mailing lists within the town (i.e. Recreation, PKRG-TV, Town Pool, etc.). The committee provided the ability for town residents at the picnic to opt-in at the function directly into our website or manually by filling out a card with some basic information.

In summary, we received 40 new signups from walk-up traffic at the picnic. Justin prepared a website traffic report using Google Analytics to see whether we were trending any new traffic to the site. Daily unique visitor traffic maintained at approximately 200 unique users visiting our website each day (5% of Park Ridge Population) but we have seen increased time spend viewing, up 25%.

Peter Mauro recommended inserting a pamphlet, highlighting the Borough Website over a 3-month period within the Park Ridge Utility Bill. In addition Kelley suggested adding (www.ParkRidgeBoro.com) as a fixed asset within the Park Ridge Utility Bill. Both ideas were supported by the committee and Justin Mezzadri will be bringing this to the next utility board meeting and report back in our next meeting. Kelley will reach out to Colleen Ennis on how best to introduce our website URL in the printing of the utility bills.

- **New Committee Member Assignments:**
Borough Website Technical Manager: (Justin Mezzadri): Justin has volunteered to be the go-to point person for anything technical within the website, will continue to work closely with committee members including Kelley' O Donnell. There is a lot going on with the website and this effort will continue as we look to build awareness, content offerings and functionality within the Borough Website that we felt we needed this dedicated leadership.

Justin will be setting up a meeting with Bob Howell and Jamie Luis from PKRT-TV to get the website initiative going. Peter Nakkash also volunteered to co-lead this initiative.

PKRG-TV Technology Liaison: (Bruce Goldsmith): Bruce being an active member of the PKRG-TV Committee as well as the Park Ridge Technology Committee, he is the perfect candidate for this role. Bruce's primary responsibility in this capacity will be to gather and communicate information between the two groups.

- **Borough Website Poll (PKRG-TV):**
Bruce Goldsmith will work with the committee to develop the poll, identifying question and answers to be posted to the homepage of the Borough Website. In an effort to build awareness, Peter Mauro recommended that we send out an email to residents that opted in to receive both PKRG-TV and General Info to promote the posting of this poll.
- **How do I? Website Ideas:**
Scott Kreisler aggregated some top How do I? Ideas to be sent to Justin Mezzadri / Kelley O' Donnell reviewed and updated on the homepage
- **Mayor & Council (Digital Video Recording):**
Bruce Goldsmith to speak with PKRG-TV Committee in how best to leverage the Audio already being captured as part of the video recordings. Idea here is that if we can use the digital audio being recorded we can upload this to the Borough website with limited rework by PKRG-TV.
- **National Night Out (DARE) Event:**
The committee recommended that we also look at participating much as we did with the Town Picnic at the upcoming National Night Out (DARE) Event, August 3rd at Old Mill Pond. Perhaps having a table/booth with opt-in for town email alerts. Peter Mauro to confirm availability first and we will discuss this with the committee to see if this something we can pull together and participate in. Will need volunteers to execute on this so please reach out to John Kane, Chris Halton and Paul Wharton.

Meeting adjourned 8:51 PM

NEXT Meeting –Wed 7/28/10 @ 7:30PM Borough Violations Room

Technology Committee Project Tracker:

<http://sites.google.com/site/parkridgetechnologycommittee>