

Park Ridge Technology Committee Meeting Minutes

July 28, 2010

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

In attendance:

John Kane, Chris Halton, Justin Mezzadri, Scott Kreisler, Bruce Goldsmith, Dan Browne, Colleen Ennis

Not in attendance:

Kelley O'Donnell, Paul Wharton, Peter Mauro, Peter Nakkash, Terry Maguire, Joseph Rampolla, Cathy Timpone

Agenda Items Discussed:

- **National Night Out (DARE) Event:**

The committee discussed the possibility of organizing at the upcoming National Night Out (DARE) Event, August 3rd to promote the Borough Website Email Alerting System, much like we did at the Park Ridge Picnic. The committee consensus was that we would not attend this year's event as we may not have the technical setup we did nor the adequate volunteers to participate. Team agreed to consider this for next year.

- **Bulk Email System: Community Advertisement Opportunity:**

Paul Wharton provided an overall update on our Community Advertising Initiative, targeted at building awareness not only the Borough Website (www.ParkRidgeBoro.com) but also the Email Alerting Service it can provide to the Park Ridge residence.

PKRG-TV Promotion: Currently running on PKRG-TV Bulletin Boards is a promotion for the Park Ridge Borough Website and Email Alerting Feature. Residence can tune in to Channel 77 (Optimum) or Channel 22 (Fios) at 9:00 AM, 12:00 noon, and 6:00 PM to see the messages running constantly for a 30 minute stretch. Many thanks to the PKRG-TV team for supporting our initiative.



Email Alert Subscriber Stats: Opt-In to our alerting system are up month over month with the number of residence subscribing in the following categories:

(718) Recreation Committee
(332) Park Ridge News & Events
(129) Municipal Pool
(187) PKRG-TV

Borough Website & Email Alert Press Release: In addition, a Park Ridge Press Release is being drafted for consideration by local newspapers such as Community Life, Pascack Press and Bergen Record. The draft copy was reviewed by the committee and feedback was provided. John Kane will be circulating amongst Borough Council for review and approval before submission.

Park Ridge Utility Alerts?: The team also discussed the possibility of adding another option for Park Ridge Utility notifications in the event of a power outage or similar impact. Coleen Ennis indicated that Borough is already working on a centralized phone number which residents can call into to receive updates.

Coleen said she will be taking this suggestion back to Bill Beattie, Director of Operations for consideration.

- **Borough Website Agenda Items:**

How do I? Review Ideas & Next Steps: The team submitted and consolidated suggested “How do I?” ideas for the Park Ridge Borough Website Homepage. John Kane to review these entries and will submit to Justin Mezzadri to post to the website.

PKRG-TV Migrated to Borough Website: Justin Mezzadri along with other members of the Technology Committee will be meeting on August 16th with Bob Howell and Jamie Luis, (PKRG-TV) to initiate planning state for porting the PKRG-TV Website into the Borough Website. Both Justin Mezzadri along with Bruce Goldsmith will be leading this effort between the two committees.

Borough Website’s 1st Poll: PKRG-TV has volunteered to be the first to post a poll (question and multiple choice answers) to the Borough Website. Bruce Goldsmith is working with Bob Howell (PKRG-TV Chairman) on poll content and Justin Mezzadri will be posting to the website. We are targeting to have this on the site within the next few weeks.

Borough Website on Park Ridge Utility Bill: Colleen Ennis said we will be adding www.ParkRidgeBoro.com on the footer of the Park Ridge Utility Bill when inventory needs to be replenished. In addition, Colleen to work with John Kane to put a separate flyer in the upcoming Tax Bill promoting the Borough Website and Opt-In Email Alert Capabilities - anticipated second week in August

- **Mayor & Council Meeting Sound & Video:**
Bruce Goldsmith to work with Justin Mezzadri to investigate purchasing a digital recorder in the Council Chamber and also investigate whether existing microphones in the chamber need to be replaced.
- **Project Grant Funding:**
John Kane gave an update on Park Ridge Grant funding for such projects at the Video Surveillance Project. A letter went to Senator Lautenberg and considering for next 2011 Homeland Security Budget Allocation. John Kane to keep us informed on updates on this important agenda item.
- **Bank Offered Scanners Project:**
Colleen Ennis will be moving forward with the banking RFP's and will have an update in our next meeting.
- **Tri-boro Technology** - John Kane reported that at Monday's meeting of Montvale, Woodcliff Lake and Park Ridge regarding shared services, W.L. Mayor LaPaglia specifically listed Technology on his agenda for opportunities for the 3 towns to explore. John informed the Tri-boro governing bodies that P.R. had Technology Committee that has been actively working in this space for the past two years and we have a detailed project list. The committee discussed the idea of inviting Tech reps from the other towns to a meeting in the Fall and sharing ideas of projects and possible cross-over initiatives.

Meeting adjourned 8:51 PM

NEXT Meeting –Wed 9/29/10 @ 7:30PM Borough Violations Room

Technology Committee Project Tracker:

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