

Park Ridge Technology Committee Meeting Minutes

September 26, 2012

Meeting was called to order at 7:40 PM in the Violations Bureau Room, Borough Hall.

In attendance:

Dan Browne, Scott Galdi, John Kane, Scott Kreisler, Sgt. Peter Mauro, Peter Nakash, Paul Wharton

Not in attendance:

Ned Barber, Alan Belthoff, George Bottinor, Kirk Brouwer, Colleen Ennis, Chris Halton, Bruce Goldsmith, Michael Marseglia, Mike Mintz, Jr., Kelley O'Donnell, Capt. Joseph Rampolla, Vaidhyanathan (Nathan) Viswanathan

Agenda Items:

- Review of borough video release policy - Kelley has reached out to other municipalities and has not gotten the information for which she was looking.

There was a discussion at the last Council meeting about audio currently being recorded. The Committee needs to document the procedure needed to migrate audio recordings made to an mp3 file and then to post it to the Borough's website. John will attempt to locate any procedures created by Justin Mezzadri and/or reach out to him. Once the procedure is set, a determination as to who will be responsible for creating the file and posting it to the website. **Action: John**

- Set up meeting with School District Technology committee to cross-seed ideas – Dan Browne has discussed this with Michael Marseglia and they agree that this would be a good idea. A date still needs to be agreed. According to Scott G., Dr. Gamper agrees that this is a desirable step. **Action: Dan**

Borough Website Agenda Items:

- Contacting Edmunds for meeting/video conference to discuss online payment module – Scott G. had put Dan Bello in touch with someone in the Borough who deals with processing credit card payments. Scott G. is also looking to have Dan use the upcoming Rec. Committee bowling night as a test-bed for on-line payments. If this is successful, how can it be leveraged for payments to the Borough? Alternative strategies/mechanisms for on-line payments were discussed. John pointed out that the Borough has already paid for the on-line payment module for the Edmunds software package. This may be the way forward for tax and utility bill payments.
- Webmaster – Scott G announced that Dan Bello has been hired as the new Webmaster for the Borough Website. The amount authorized for expenditure will initially be capped at \$5,000. Scott G. would like to have him attend next month's meeting and discuss additional ideas for the website. John suggested that Scott G. poll the Mayor and Council to see if they have any ideas for prioritizing requirements for the website. Scott G. to send Dan's contact information to Scott K., who will send an invitation. **Action: Scott G.**
- Still looking for prioritized list of upgrade items for website (wish list), both from Technology Committee and the Borough. Scott K. to send out an email soliciting ideas from Committee members, to have for next meeting. **Action: Scott K.**

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- Collection of Borough forms to be available for website - No update. Paul wants to have source code versions of form so that editable versions of the forms can be created.

General Project Updates:

- Borough Security upgrades – Steve Masson met with representatives of the Borough and Tech. Comm. The scope of the request was detailed for Steve and he was given a tour through the Borough Hall. Steve was asked to provide a proposal with a quotation for security/door and a separate quotation for the wiring portion. Steve now needs to return with his manager. This is their internal company policy, to avoid a potential conflict of interest, since Steve is a resident of the Borough of Park Ridge. Scott G. to arrange a meeting with Steve, his manager, Bill Beattie to deliver a written proposal for the project. John suggested passing the proposal past Chief Maddon for review and comment. Pete asked if there would be an override code for the Police and Fire Dept. Scott G. also pointed out that, by code, the system faults to "doors open" in the case of a power failure. One option is to put certain areas of the Borough Hall on a generator.

Action: Scott G.

- Marketing of Borough Email system - Scott G. wants to build towards a "Grand Re-opening" of the Borough Website. Pete offered to check on the availability of a table at the Police Department Open House for the Technology Committee. Pete also posed the concept of the website being a "virtual Borough Hall", making available many of the services currently only available in person. Scott G. stated that the site needs to be more dynamic and have content of value.

Pete suggested finding business in the Borough (i.e., animal hospitals, paving, building, electrical, plumbing) whose customers would need Borough services (i.e., permits, licenses) and ask them to put the link to the Borough website on their websites.

New ideas for Tech Committee – Scott G would like us to lead a internal and external marketing campaign for expanding the email list that will include effective marketing used in the past: town bulletin board, posters, possibly post cards and agreement on stickers or inserts to the Utility billing. Committee members also suggested reaching out to each group that has their own private email list (schools, Dare, CERT, etc.) to send a blast message to invite them to join the Borough List with a hyperlink attached to bring them to Email Notifications. Committee will also discuss in-school meeting for them to do the same across various school email lists. This one time effort should add a number of email addresses to the Borough list. Scott G has a goal of 3,000 email addresses on the Borough list after the internal/external campaign and re-launching of Borough website.

- Dan asked after the status of purchasing a license plate reading camera system for the police in the Borough. Pete stated that this capability would provide a revenue stream to the borough that would help to pay for the system. Now that there is a joint court system, Park Ridge officers can write summonses in any of the three towns They are expensive \$20K-\$25K per car. There is still no funding designated for this project.

Meeting was adjourned at 9:30 PM

Next Meeting will be on Wednesday October 31th, 2012 @ 7:30PM Borough Violations Room

Technology Committee Project Tracker: <http://sites.google.com/site/parkridgetechnologycommittee>