

# Park Ridge Technology Committee Meeting Minutes

Wednesday, July 1, 2009

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

**In attendance:** Paul Wharton, Peter Nakkash, Scott Kreisler, Dan Browne, Doug Neumetzger, Kelley O'Donnell, Ned Barber, Terry Maguire, Chris Halton.

**Not in attendance:** John Kane, Greg Mathis, Justin Mezzadri, Lt. Joseph Rampolla, Cathy Timpone, Stu Turner, Colleen Ennis

## Old Business:

### a) **Feed back on New Borough Website Launch:**

- School links did not work – It was due to server issues with the School's Web server, not a problem with the URL addresses.
- Print links embedded on the site did not work. However, printing can be done through browser's print functions. Need to have QScend fix Java Script print function.
- There are some display issues when view the Web Site using Mozilla's Firefox browser. QScend needs to provide compatibility.
- (Obviously) missing content needs to be filled out.
- Navigation is not a clear as it could/should be. Back links on the top of the main window should include the home tab. Words throughout the site should not be underlined unless they are links.
- So far, content was "dynamic" (a good thing), with announcements and events up to date on the home page.
- A weather link was suggested (had on previous site).
- It was recommended in the meeting that a direct feedback link be provide prominently on the home page to solicit comments from surfers. Feedback could either generate an email to Kelley O'Donnell or create a web form submission for follow-up.

### b) **Phase II of Website Roll Out:**

- 1) **"How do I" Section** - While some input has been received, the majority have not submitted their suggestions for the "How do I?" section. It was agreed that all Technology Committee Members would submit their suggestions to Kelley O'Donnell by Monday, July 13, 2009.
- 2) **Collection of Forms from Boro Departments** – Most forms that are available for posting have been posted. Some forms are not able to be posted due to the originals being multi-part "NCR" type forms. Various departments would have to update their business processes to eliminate carbonless copy forms before posting of multi-part forms could be posted.

- 3) **Email Notification features** – QScend’s email module implementation has not started yet with no specific target date created yet. The committee agreed that this should be moved up in it’s prioritization for use by Park Ridge boards, committees, and governing body. The need for use by the Recreation and Cultural Committee was re-iterated especially since they have been using the school’s PTO list during the school year. The PTO has been reluctant sending out non-student related announcements (e.g. Senior Movie Matinees, Adult Tennis Leagues, etc.) to the parents of students. Since school is out, this could also hamper the communication chain. It was expressed that the Rec Committee already has their own opt-in list of several hundred email addresses but with not official method of sending out emails.
  - 4) **Geo Content** – links to maps and directions will be embedded where appropriate to assist in providing a clearer understanding of Park Ridge facilities and athletic fields.
- c) **Borough’s ISP** – Doug Neumetzger reported that Bill Beattie has the information necessary to make a final decision on whether the borough should use Verizon FIOs or Optimum Online as its future Internet Service Provider (ISP). Due to pricing, customer service, and other factors, it seems that Optimum Online may be the best choice for ISP services. Doug will have Bill Beattie inform the committee of the final decision once it has been made.
  - d) **Borough Email extensions** – Doug N. reported that the former registrant of the ParkRidgeBoro.com domain is in the process of transferring it to the borough. Transfer anticipated to be complete by Friday, July 3, 2009. Similarly, the DNS information is anticipated to be transferred by Wednesday, July 7, 2009. The transfer of the registration information to the borough of Park Ridge would enable the town to start using “@ParkRidgeBoro.com” as an email extension as opposed to the current “@borough.park-ridge.nj.us” Next Steps: the governing body to decide how to roll out new email domain. Obviously, upon use of new domain, all emails sent using the old domain would be automatically forwarded.
  - e) **New/Future Projects** – Paul Wharton to send out to all Tech. Comm. members an Excel file of currently proposed new projects so that all members can rank projects. Results of ranking to be discussed at next meeting (7/29/09).

#### **New Business:**

- **Google Analytics** – While previously discussed in an earlier meeting, the code for enabling Google Analytics has not yet been utilized on the new site. It was agreed by the committee that this should be done due to strength and widespread use of the free Google Analytics reporting suite. Kelley O’Donnell to have QScend implement the code required for Google Analytics.
- **Policy for Posting Pictures/Videos of People** – The policy for using images of people, whether stills or video, needs to be confirmed. While PKRG currently uses the standard that anyone in public can be shown on public media without the expressed release (i.e. the TV broadcasting of the Egg Hunt event), concerns were brought up about using

images of people, even without identifying names, on the web site due to safety and privacy issues. The Park Ridge Governing Body needs to confirm the policy before further use of public images (stills and videos) are uploaded to the Web Site and PKRG-TV.

- **Contact for Home Page Updates** – Kelley O’Donnell is the official contact for updating items to appear in the news, events, and public notices areas of the home page. Requests can be emailed to [KODonnell@borough.park-ridge.nj.us](mailto:KODonnell@borough.park-ridge.nj.us) or phone into Kelley at (201) 822-3164.
- **PKRG-TV Bulletin Board:**
  - PKRG-TV to create message announcing the new web site for the Bulletin Board. Ned Barber to talk to Jamie to get it done.
  - Web link for PKRG-TV bulletin board does not show animation including transitions and text crawling. Ned Barber to investigate feasibility for real time streaming as opposed to current slide show previewing.
- **Technology Committee Members** - Chris Halton to be added back to Technology Committee member information. Evidently, he was accidentally dropped off communications. Paul Wharton to forward to John Kane Chris’ contact info.
- **Traffic Intersection Cameras** – Chris Halton volunteered to provide information at next meeting about how other town’s are utilizing traffic intersection cameras (costs, benefits, challenges, etc.)
- **Twitter** – It was noted from the news article appearing in Community Life that the Park Ridge Police Department is an early adapter of using Twitter to communicate with its “followers.” Discussion pursued whether or not the Technology Committee should have any oversight or input into the use of Twitter by town organizations. It was decided that at this point, groups could use Twitter as they saw appropriate and if any issues arose, the borough could re-examine whether or not a Twitter policy should be implemented. The Recreation and Cultural Committee may be the first group to use Twitter outside of the Police Department to communicate (“Tweet”) information about Day Camp (closings, reminders, and other issues).

Meeting adjourned at 9:00 PM