

**City of Rehoboth Beach
Communications Committee Meeting
Minutes July 28, 2010**

Meeting was called to order at 1:04 PM by Chairperson, Pat Coluzzi.

Roll Call:

Members Present: Pat Coluzzi
 Dottie Cirelli
 Hoyte Decker
 Dave Henderson
 Stan Mills

A motion was made to approve the minutes of June 30, 2009 by S. Mills, seconded by D. Cirelli. Coluzzi-aye, Cirelli-aye, Decker-aye, Mills-aye, Henderson-aye

Old Business:

Continue discussion of website deficiencies including the E-mail bulletins/Newsletter process - S. Mills has sent an email to those people who signed up at the City website to get the Neighborhood Watch newsletter.

P. Coluzzi reminded D. Henderson of the new procedure for posting the City Commissioner Workshop and Regular meeting audio.

D. Henderson logged into the City website so members could discuss the website deficiencies. Based on Google Analytics, D. Henderson reported that 90% of the visitors to the website go the Visitor portion of the website. It was agreed by all members to review each link to ensure that sufficient information was displayed. Deficiencies were found and after discussion, D.

Henderson was directed to make changes to the following links:

- Amusements – a new page to include links to Funland and other in-town amusements.
- Convention Hall – this page should include photos, floor plan and amenities as well as information on how to rent Convention Hall. The calendar that is currently used internally for convention hall should be removed.
- Museums – this link is to go directly to the Rehoboth Beach Museum
- Restrooms – should list locations of restrooms as well as a map showing their locations and the dates and times that the facilities are open.
- Parks – should list locations of parks as well as a map showing their locations.
- Pets – to replace the Historical Society link and list area vets and rules and regulations concerning pets.

Dave Henderson reviewed the comments about the website sent to him by Dottie Cirelli. All technical problems have been resolved.

The committee reviewed S. Mill's document, "CORB Website review of July 14". The committee started addressing each item and the following decisions were made:

- Top scroll (crawl) was eliminated as a regular feature. This will only be used for emergencies such as an Amber alert or Storm Warning.

- Hyper-links that show a caption on a mouseover should be changed to reflect the actual link.
- All pdf documents should open immediately without a dialog box asking the user to open or save.
- The “Do Business with Rehoboth Beach” link should have an intro paragraph and a link that goes directly to Building and Licensing.
- D. Henderson will explore with Delaware.net a feed to a page that will automatically populate “Rehoboth in the News”
- An updated CDP is now on the website.
- City Map & Key locations should have labels.
- The meetings and event calendar should NOT display the convention hall calendar that is used internally for scheduling.

There are additional items to be addressed in the memo that will be addressed in the next meeting.

Status of Supporting Documents Policy – This policy was not well received by all of the City Commissioners. Their were reservations concerning the responsibility of posting directly to the website. The mayor was concerned that draft documents by one commissioner might be presumed to be endorsed by all members of the commission. Additionally, the Planning Commission Chair asked that a possible vote on the policy be deferred until both the chairs of the Planning Commission and Board of Adjustment have reviewed the policy.

The committee decided that a white paper and a formal presentation of the policy take place in the near future to better acquaint the commissioners with the purpose and procedures of the policy. H. Decker will prepare an outline for discussion at a meeting sometime in September.

Discuss changing the format of the agenda to include a synopsis of an agenda item – Along with the Supporting Documents Policy, H. Decker will include this item in his outline to be addressed.

New Business:

Discuss Website Management Issues – There is a concern among several members of the committee that additional staff is needed to maintain the website. P. Coluzzi suggested that we get a contractor, most likely Delaware.net to maintain the website on an hourly basis. Also, committee members suggested that periodic training on Team Logic be offered to department heads. Finally, all members believe that a periodic review of the website is needed. P. Coluzzi suggested that the Communications Committee be charged to review the website quarterly. No final decision has been made on these suggestions.

The next meeting is scheduled for Friday, August 13, 2010 at 10:00AM.

The meeting was adjourned at 2:48PM..

Respectfully submitted,

Pat Coluzzi, Chairperson