

MINUTES
ECONOMIC DEVELOPMENT COMMISSION
WEB PAGE SUBCOMMITTEE SPECIAL MEETING
MAY 10, 2012 – 1:00 P.M.
GROTON TOWN HALL ANNEX, 134 GROTON LONG POINT ROAD
CONFERENCE ROOM 1

I. ROLL CALL

Present: Susan Dowling, George Mathanool, Lian Obrey and Bill Smith
Staff: Eric Beeson, Brian Hancock, and Barbara Strother
Other: Robert Frink (Citizen),

II. ITEMS OF BUSINESS

The Web Page Subcommittee approved the Minutes of the April 23, 2012 meeting.

The web page subcommittee reviewed the assigned action items from the April 23rd meeting. Eric Beeson reviewed the status of the revised economic development site and highlighted the progress made on the following items;

-Move navigation to left hand margin	Done
-Create complete landing pages, minimize external links	Done
-Optimize images/tighten language	Under development
-Leverage Groton's high quality of life	Under development
-Strengthen call to action	Under development
-Request proposal from Pyramid Marketing	Done

The sub-team applauded the efforts of the town IT staff. The group discussed the need for a few more images and the requisite image approval. There was significant discussion regarding the desire to revamp the ED home page by omitting the "News" section in lieu of a "Featured Properties". The team agreed with Barbara Strother's position on this issue. However, Bill Smith stressed that it was important to hold to the planned June 1 "go-live" date and that subsequent modifications would be implemented in subsequent phases. This issue will be addressed at our next meeting.

Key activities which need to be completed by May 17, the next EDC meeting to deliver a revised ED site (phase 1) no later than June 1 include:

--Develop story on Frogeez Frozen Yogurt for "spotlight on" section	George Mathanool
--Generate images/photos for Demographics, Starting Your Business, Business Resources and Economic Data	Eric Beeson
--Make final photo choices	Susan Downing
--Finalize all text, especially for new sections	Bob Frink
--Develop working draft of web site for 5/17 EDC review	Eric Beeson
--Include information on town's Enterprise Zone	Barbara Strother

The next subcommittee meeting date will be finalized shortly based upon feedback from the 5/17 EDC meeting.

III. Adjournment

The Meeting adjourned at 2:05 p.m.

George Mathanool
Secretary, Economic Development Commission

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