

MINUTES
ECONOMIC DEVELOPMENT COMMISSION
WEB PAGE SUBCOMMITTEE SPECIAL MEETING
FEBRUARY 16, 2012 - 11:00 A.M.
TOWN HALL ANNEX - COMMUNITY ROOM 2

I. ROLL CALL

Present: Susan Dowling, George Mathanool, Bill Smith
Staff: Eric Beeson, Brian Hancock and Barbara Strother
Other: Luanne Dematto, RTM; Robert Frink (Citizen); Bill Johnson, Town
Councilor; Deb Peruzzotti, Town Councilor; Nick Sahin, (owner Fort Hill
CITGO and Nick Sahin Fiberglass)

II. APPROVAL OF THE MINUTES OF FEBRUARY 8, 2012

MOTION: The minutes of the February 8, 2012 Economic Development Commission
Web Page Subcommittee meeting be approved as written.

Motion made by Johnson, seconded by Smith and so voted unanimously.

III. ITEMS OF BUSINESS

1. Discussion of Town Web Page

Bill Smith opened the discussion and handed out a potential Groton Positioning/Brand Promise and a framework to help clarify the range of options and facilitate the recommended pathway.

The Subcommittee members reiterated the importance of having a link for economic development on the Town's main web page, rather than navigating multiple clicks to get to desired business pages. Also desired is an extra link in the top menu bar entitled "Business" to make navigation similar to the designs of other regional municipalities' websites (which would require prior approval of the Town Manager).

Several community web sites were visited during the meeting, including Providence, Rhode Island, which had some very desirable business attraction links and information. These sites also contained many excellent visual images and photos, which is a something the subcommittee feels is important for the Groton site. Another desirable feature would be a search button on the Town's web site. IT will put this on their list of items to research further.

Due to time constraints in utilizing the encumbered funding, it is the desire to get the changes to the web site up and running by June 1st. The content management software (CMS) will be done within the Town web site as will maintenance.

A Decision Options draft was distributed and discussed including a chart with key points and various decision options was distributed and discussed. This included Scope, ED Site, Content Management System, Maintenance, Site Design Company, Budget, Timing, Social Media, and Site Positioning and Branding.

The EDC Subcommittee will schedule an additional meeting prior to the next EDC regular meeting to finalize their recommendations for the updated web page.

IV. ADJOURNMENT

The Meeting adjourned at 12:15 p.m.



George Mathanoglou Secretary
Economic Development Commission

Prepared by Barbara Strother
Economic Development Specialist