

## Public Outreach Committee

Minutes from Oct. 31, 2016

Attendees: Natalie Wolf (chair), Peg Conway & Ray Warren (committee members), Tom Muething, Scot Lahrmer, Nicole Browder

The meeting was called to order at 2:00 PM by chair, Natalie Wolf, and the minutes of Feb. 8, 2016 were accepted.

The committee met to discuss the renewal of the ESP Media contract for video recording of council meetings. Council and administration have been very pleased with the quality of video recordings and the money saved by switching to ESP from ICRC.

Nicole Browder reported that each video receives more than thirty views/meeting and that YouTube provides good analytics.

Ms. Conway moved to accept the new contract \$700/month, with month-to-month thereafter, which was passed unanimously.

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The committee next discussed updating the Village website. Currently we use the template and service provided by E-Gov, but navigation is difficult as the software has become obsolete. New software is responsive and will automatically adjust to different screens and devices used to access the website. The Village will not need to do any rebranding, just using a new platform.

Mr. Warren moved to approve the migration to E-Gov Market Theme (\$3800-one time charge; \$3600 one-time charge for up to 144 pgs). Motion passed unanimously.