

MINUTES
ECONOMIC DEVELOPMENT COMMISSION
WEB PAGE SUBCOMMITTEE SPECIAL MEETING
APRIL 4, 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 and Bill Smith
Staff: Barbara Strother, Brian Hancock, Eric Beeson,
Other: Robert Frink (Citizen),

II. ITEMS OF BUSINESS

1. Approval of the Minutes of the February 16, 2012 and March 23, 2012 meetings.

MOTION: To approve the February 16, 2012 and March 23, 2012 Economic Development Commission Web Page Subcommittee Special Meeting Minutes.

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

2. Discussion of the Town Web Page

The web page subcommittee reviewed the assigned action items from the March 23 meeting. The team discussed the recommended copy developed by Bob Frink for the “Living in Groton”, “Moving to Groton” and the “Working in Groton” sections of the planned web pages. These sections were well received with only a few suggested revisions. The library of images continues to grow. Eric Beeson has been working through the Parks & Recreation team and other photo owners to ensure that these potential photos have full release rights. Upon final photo choice, the IT team shall contact the photo owners to gain permission for usage in the Town’s web pages.

In an effort to optimize the planned web pages, it was determined that a minimum of \$500 to be ear-marked for engaging a web-design company, to provide professional consultancy on design and content reviews, and future technical enhancements. The IT team continues to make good progress and is on track to deliver an operational website within the targeted date of June 1, 2012.

A specific set of activities was delineated and the responsible person(s) identified in order to hold to this schedule. Key activities that need to be completed by April 23rd include:

--Identify & affirm initial “spotlight” business candidate	George Mathanool
--Source suitable photos addressing marine science	Bill Smith
--Affirm total employment # in Groton	Bob Frink
--Aggregate photos and make final photo choices	Susan Downing
--Determine process to identify “spotlight” businesses, & write a monthly news story	Barbara Strother

--Finalize content
--Develop working draft of ED website

Bob Frink
Eric Beeson

At the request of Bill Johnson (Councilor), Bill Smith shared with the Town Council sub-committee on March 27, the planned tagline of “Supporting your business is our business”. The tagline received positive support from the group (which included Bill Johnson, Rita Schmidt, Jim Streeter, Dean Antipas and Mark Oefinger).

The next website subcommittee will take place on April 23 at 2:30 p.m. in conference room 1 at the Town Hall Annex.

III. Adjournment

The Meeting adjourned at 2:15 p.m.

George Mathanool, Secretary
Economic Development Commission