# Delaware Municipal Web Developers Group
**MEETING SUMMARY**

**April 28, 2011**
Delaware Public Archives
Dover, Delaware
1:00 p.m. to 3:30 p.m.

**AGENDA**

**1. Attendees/Absentees**

**Attendees:**

**Barbara Belli** (Wilmington), **Jennifer Coulbourne** (Smyrna), **Dick Cleaveland** (Dewey Beach), **John Darsney** (Milford), **Mark Deshon** (IPA-University of Delaware), **Sharon Karl** (Henlopen Acres), **Kate Layton** (Dover/Kent Co. MPO), **Mike Mahaffie** (GIC), **Richard Maly** (Camden), **Ed McNeeley** (GIC), **Debbie Morris** (Sussex Co.), **Diana Poole** (Elsmere), **Barbara Roberts** (Odessa), **Jesse Savage** (Bridgeville), and **Kathleen Walls** (Delaware City)

plus guests **Jaclyn Davidson** (Sussex Co.), **Debbie Johnson** (Milford), and **Christine Karpovage** (GIC)

**Absentees:**

**Win Abbott** (Fenwick Island), **Tyler Anaya** (Harrington), **Cathy Beaver** (Townsend), **Al Bradbury** (Newport), **Gene Brinkley** (Smyrna), **Lee Brubaker** (Ocean View), **Merritt Burke** (Bridgeville), **"Sam" Callender** (Cheswold), **Cheryl Carney** (Magnolia), **Dorothy Cheatham** (Kent Co.), **Marian Delaney** (New Castle), **Agnes DiPietrantonio** (Fenwick Island), **Lisa Driggins** (Camden), **Alice Erickson** (Lewes), **Sarah Ferguson** (Felton), **Tom Glenn** (Sussex Co.), **David Henderson** (Rehoboth Beach), **Greg Hughes** (GIC), **Dana Johnston** (Newark), **Lisa Kail** (Bethany Beach), **Mark Kennedy** (Kent Co.), **Wendy King** (Newport), **Kristen Krenzer** (Middletown), **Tina Law** (Elsmere), **John McDonnell** (Greenwood), **Jim McElhinney** (New Castle Co.), **Oralia McGinness** (Harrington), **Tracy Mulligan** (Bethany Beach), **Sue Muncey** (Clayton), **Tricia Newcomer** (Seaford), **Jim Plumley** (Camden), **David Potter** (Middletown), **Vikki Prettyman** (Blades), **Tom Roth** (Henlopen Acres), **John Schatzschneider** (Harrington), **Donna Schwartz** (Millville), **Danny Schweers** (The Ardens), **Lindsey Shallcross** (Bethany Beach), **Jamie Smith** (Laurel), **Pam Smith** (South Bethany), and **Angela Townsend** (Georgetown)

Lunch was furnished by the state's Government Information Center.

## 2. Website Status Reports

**Bridgeville** – No updates.  Currently working with GIC to go to a bridgeville.delaware.gov site.

**Camden** – Just launched a new GIC-assisted site—camden.delaware.gov.

The question was asked as to whether anyone has done any analysis on domain registration.

**Delaware City** – Nothing new.

**Dewey Beach** – No significant changes. Dick will be training a new employee.

**Dover/Kent Co. MPO** – Working with Christine Karpovage (GIC) to get staff trained.  Set to go live with new site, which will be blog-ready, in mid-May.

**Elsmere** – Added a homepage slideshow and events listing, which has been very popular.  With its Healthy Communities page, the town does monthly awareness and shares new information.  Added new FAQ content.  Began featuring "Business of the Week" free on a rotating basis.

The question was raised about whether the above-noted practice is legitimate under .gov regulations.  Dick Cleaveland (Dewey Beach) asked about business-sponsored activities on government sites.  Ed McNeeley will look into this.

**Henlopen Acres** – Launched new site (henlopenacres.delaware.gov) within the past six months and interested in analytics metrics.

**Milford** – Launched new site in November.  Now trying to work with departments to assess the site.

Debbie Morris (Sussex Co. and a Milford resident) said she likes the new site.

**Odessa** – Working with Christine Karpovage (GIC) to develop simple, new site.

**Smyrna** – In the process of a redesign to give site a new look.  Should be ready in three weeks.  Smyrna will be streaming meetings live.

**Sussex County** – Nothing new.

**Wilmington** – In the process of populating new Mobius New Media–designed site with content.  Scheduled to launch on May 16.

Mark Deshon (IPA) asked how long a town should keep a redirect page up. Mike Mahaffie (GIC) said that's a good question. Ed McNeeley (GIC) said that towns should never get rid of other (older) domain names. Barbara Belli (Wilmington) mentioned that NAGW members receive discounts on domain registration.

**3. eBooks Demonstration and Discussion** – member presentation by Ed McNeeley, GIC

*Show & Tell*

The Delaware Code and several heritage books have been published in two popular eBook formats (ePub and mobi) for standard e-readers and tablet devices (like iPad). There are 31 separate volumes plus the entire code—in a .zip archive. This is updated whenever the Delaware law changes.

Adobe Digital Additions is a desktop product, which is a simple reader. This is relevant if you're looking at self-publishing through Apple's iBook store, Amazon, or Sony.

*The ePub "Spec"*

ePub is a standard format called the International Digital Publishing Form (IDPF). Sony, Apple, and Nook all support this standard. An ePub is essentially a "zipped" and portable website that uses XHTML and a subset of CSS. It is actually a marriage of four specifications, and its construction is XML- and HTML-strict. The coding governs the architecture for how these work.

*Some Tools*

Resources:
- Adobe Digital Editions (www.adobe.com/products/digitaleditions)
- Calibre (eBook management, calibre-ebook.com)
- ePub Format Construction Guide (www.hxa.name/articles/content/epub-guide_hxa7241_2007.html)
- Threepress Validator (www.threepress.org/document/epub-validator)

Ed suggested using Calibre if one wants to dabble in producing eBooks. The only new components beyond the standard XHTML files are two XML files that direct the architecture and navigation of the book, one of which is called "the manifest."

It's easy to convert from Word to ePub. If there will be a demand for it, ePubs are "slimmer" than PDFs. It's the next step in how governments present

information.  Mike Mahaffie added that smaller is better and open standard is better.
The next step for GIC will be to convert all administrative regulations for the state.

([Download the presentation](#) for detail.)


## 4. National Association of Government Webmasters (NAGW) – member presentation by Barbara Belli (Wilmington)

Barbara shared a little about the history of this national organization.  She and Jennifer Coulbourne (Smyrna) are Delaware's only two members.  Barbara also described the many benefits included in the $75 annual membership.

Mike Mahaffie asked the group how members wished to interact with one another.

## Announcement of Next Meeting

Next meeting will take place on Thursday, July 28, at 12:30 p.m. at the Delaware Public Archives and will begin with lunch, courtesy of GIC.