

Delaware Municipal Web Developers Group

MEETING SUMMARY

April 22, 2010

Delaware Public Archives

Dover, Delaware

1:00 p.m. to 3:30 p.m.

AGENDA

1. Attendees/Absentees and Special Recognition

Attendees:

Doris Adkins (Greenwood), **"Sam" Callender** (Cheswold), **Cheryl Carney** (Magnolia), **Dick Cleaveland** (Dewey Beach), **Marian Delaney** (New Castle), **Mark Deshon** (IPA-University of Delaware), **Sarah Ferguson** (Felton), **Greg Hughes** (GIC), **Dana Johnston** (Newark), **Wendy King** (Newport), **Kristen Krenzer** (Middletown), **Tina Law** (Elsmere), **Richard Maly** (Camden), **Sue Muncey** (Clayton), **Tricia Newcomer** (Seaford), **Barbara Roberts** (Odessa), **Jesse Savage** (Bridgeville), **Danny Schweers** (The Ardens), and **Lindsey Shallcross** (Bethany Beach)

plus guests **Jennifer Alterwitz** (Govolution LLC), **Kate Layton** (Dover/Kent Co. MPO), **Jim Plumley** (Camden), **Terry McHugh** (Govolution LLC), and **Marcia Scott** (IPA-University of Delaware)

Absentees:

Win Abbott (Fenwick Island), **Barbara Belli** (Wilmington), **Cathy Beaver** (Townsend), **Jennifer Brook** (Smyrna), **Lee Brubaker** (Ocean View), **Kathleen Clifton** (Delaware City), **Agnes DiPietrantonio** (Fenwick Island), **Dorothy Doyle** (Kent Co.), **Lisa Driggins** (Camden), **Alice Erickson** (Lewes), **John Giles** (Elsmere), **Tom Glenn** (Sussex Co.), **David Henderson** (Rehoboth Beach), **Lisa Kail** (Bethany Beach), **Mark Kennedy** (Kent Co.), **Jason Kilpatrick** (Milford), **Jim McElhinney** (New Castle Co.), **Oralia McGinness** (Harrington), **Ed McNeeley** (GIC), **Debbie Morris** (Sussex Co.), **Tracy Mulligan** (Bethany Beach), **David Potter** (Middletown), **Vikki Prettyman** (Blades), **Tom Roth** (Henlopen Acres), **John Schatzschneider** (Harrington), **Jamie Smith** (Laurel), **Pam Smith** (South Bethany), **Angela Townsend** (Georgetown), and **Bonnie Walls** (Bridgeville)

Mark Deshon thanked the Town of Bethany Beach for providing lunch, and Cheryl Carney of Magnolia for preparing it.

2. Website Status Reports

Arden – Nothing new since last meeting.

Bethany Beach – Implemented a beach cam and a new activities calendar.

Bridgeville – Just solicited for local business links, other than that, nothing new.

Camden – Not much new since last meeting. Town news scrolls continuously on homepage. Added a horizontal scrolling feature on the historic homes page.

Cheswold – Nothing new since last meeting. There is still plenty of content to be uploaded. Delaware.Net serves the town's site.

Clayton – Nothing new since last meeting. Looking to integrate online payment in the future. CivicPlus hosts the town's site.

Dewey Beach – The town now has an IT budget, a shared \$11,000. The new town manager has been supportive of web communication efforts. Will be implementing a beach cam soon. Had been using Watershed for video-streaming town meetings; though inexpensive, timely tech support was lacking. Now going with Multimedia Pro for more money, but with it comes better service. Looking to develop a mailing list.

Elsmere – Elsmere has recently partnered with IPA and the state GIC to redevelop its site. Tina Law had glowing praise for the way GIC had worked with her and insisted that the WordPress platform is very user-friendly. The town is still subcontracting with CivicPlus for its citizen comment/request form.

Felton – Felton likewise has had its site redeveloped with help from GIC. Sarah Ferguson said that the WordPress platform is excellent and incredibly easy to learn.

Magnolia – Magnolia has begun work with GIC to redevelop its site.

Middletown – No big changes. Working on new subsites.

Newark – Lots of things in the works. Newark is ready to go online with e-payment of Parks & Recreation fees.

New Castle – Will work soon with IPA and GIC to revamp its site.

Newport – Wendy King reported that Mark Deshon came out and took some town photos and that she is ready to meet with Greg at GIC.

Odessa – Nothing new. The site still doesn't work the way it was intended. Barbara Roberts said Odessa would be another good candidate for revamping with WordPress.

Seaford – Just launched a redeveloped site recently through Delmarva Digital. It includes e-notifications (anything the public may want to know) and a way for owners to input their commercial property information. Going to implement electronic bill payment soon.

3. Electronic Payments – guest presentation by Jennifer Alterwitz, Vice President of Sales, Govolution LLC

On behalf of the Arlington, Va.-based company Govolution LLC, Jennifer gave a presentation that covered lots of ground regarding the various categories of online payment schema.

- Benefits
- How Do Online Payments Work
- Vendor Due Diligence
- Payment Types
 - Gateway
 - Self-Serve Web
 - IVR (Interactive Voice Recognition)
 - Bill Presentment
 - Shopping Cart
- PCI Compliance
- Virtual Terminal
- Enterprise Solutions
- Convenience Fees

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

The state of Delaware uses Govolution's payment product called "Velocity." The question was asked about whether towns with a Delaware.gov domain could take advantage of Govolution services that the state uses. Greg Hughes says that this is a vendor decision (i.e., talk with Govolution).

Any questions may be directed to [Jennifer Alterwitz](#) at Govolution.

4. IPA Projects: Healthy Communities and Broadband Mapping – guest presentation by Marcia Scott, Associate Policy Scientist (local government specialist), Institute for Public Administration, University of Delaware

Marcia Scott presented some basic information about two local government-related projects on which IPA is working. The projects are the Healthy Communities Initiative and Broadband Mapping.

Marcia's purpose was to create awareness at the local government level and get the group members thinking about how they might help.

In particular, Marcia stressed that there is now a lot of money and momentum behind trying to make our communities healthier. IPA's task is to help local governments realize that creating healthy environments within their city or town boundaries is as much a matter of planning and policy as it is driven by each individual citizen.

One way that local governments can help is to include links on their websites to healthy communities sections or resources.

IPA will be launching an online "Toolkit for a Healthy Delaware" for use by local governments in June of this year. One simple thing to do would be to link directly to this resource (www.ipa.udel.edu/healthyDEtoolkit).

The second portion of the presentation introduced the role IPA is playing in the nationwide broadband-mapping effort of our federal government. Through the state's Department of Technology and Information, IPA has received federal funding to inventory the Delaware's "community anchor institutions" (public facilities like schools, libraries, local governments, etc.).

Broadband (a general term for higher-speed Internet connectivity), has proven to be a viable economic development tool, particularly in underserved areas. Mapping where there is broadband access (and, by extension, where there isn't), will help governments and businesses make some critical investment decisions.

To that end, Marcia informed the group that, if their city/town hadn't already participated in the inventory, they should be ready to work with their town staff to complete the [online inventory](#) IPA has created and publicized by e-mail.

Announcement of Next Meeting

Next meeting will take place on Thursday, August 5, at 12:30 p.m. at the Delaware Public Archives and will begin with lunch, courtesy of the Town of Camden.