

# Delaware Municipal Web Developers Group

## MEETING SUMMARY

**October 28, 2010**

Delaware Public Archives

Dover, Delaware

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

### AGENDA

#### 1. Attendees/Absentees

##### Attendees:

**Merritt Burke** (Bridgeville), **Cheryl Carney** (Magnolia), **Dorothy Cheatham** (Kent Co.), **Dick Cleaveland** (Dewey Beach), **Jennifer Coulborne** (Smyrna), **Mark Deshon** (IPA–University of Delaware), **Sarah Ferguson** (Felton), **Greg Hughes** (GIC), **Sharon Karl** (Henlopen Acres), **Wendy King** (Newport), **Kristen Krenzer** (Middletown), **Tina Law** (Elsmere), **Kate Layton** (Dover/Kent Co. MPO), **Richard Maly** (Camden), **Debbie Morris** (Sussex Co.), **Diana Poole** (Elsmere), **Barbara Roberts** (Odessa), **Jesse Savage** (Bridgeville), and **Pam Smith** (South Bethany)

plus guest **Michael Tholstrup** (IPA–University of Delaware)

##### Absentees:

**Win Abbott** (Fenwick Island), **Doris Adkins** (Greenwood), **Tyler Anaya** (Harrington), **Cathy Beaver** (Townsend), **Barbara Belli** (Wilmington), **Al Bradbury** (Newport), **Lee Brubaker** (Ocean View), **“Sam” Callender** (Cheswold), **Kathleen Clifton** (Delaware City), **Marian Delaney** (New Castle), **Agnes DiPietrantonio** (Fenwick Island), **Alice Erickson** (Lewes), **John Giles** (Elsmere), **Tom Glenn** (Sussex Co.), **David Henderson** (Rehoboth Beach), **Terri Hudson** (Milford), **Dana Johnston** (Newark), **Lisa Kail** (Bethany Beach), **Mark Kennedy** (Kent Co.), **Jim McElhinney** (New Castle Co.), **Ed McNeeley** (GIC), **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), **Danny Schweers** (The Ardens), **Lindsey Shallcross** (Bethany Beach), **Jamie Smith** (Laurel), and **Angela Townsend** (Georgetown)

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

## 2. Website Status Reports

**Town of Bridgeville** – No changes to the layout. Content is updated regularly. There have been discussions with the town manager toward making the site more interactive.

**Town of Camden** – Current website is hosted by Delaware.net. The town has talked to Greg Hughes, and they are going to look at going to the WordPress-type of website. They believe the staff would be more comfortable working in the WordPress format.

**Town of Dewey Beach** – The Town Manager is managing the website. A beach cam is set up on a different site - [deweytown.us/beachcam/beachatdewey](http://deweytown.us/beachcam/beachatdewey). It gets as many hits as the town site. There is no privacy problem with the beach cam. Video from the Town Council meetings is also streamed through the beach cam site. The file is too big to stream it through the town's website, [www.townofdeweybeach.com](http://www.townofdeweybeach.com).

**Dover/Kent Co. Metropolitan Planning Organization** – Kate Layton is the public liaison for the organization. Kate expressed interest in GIC's free services and wondered whether her MPO would qualify. The organization uses Contribute software for its website.

Dorothy Cheatham noted that Kent County also uses Contribute.

**Town of Elsmere** – Tina Law thanked Greg and Mark for their assistance in bringing the town's new WordPress website project to fruition. The town has implemented a "Business of the Week" program for local businesses. This is helping to build a good relationship with businesses in the community. They now have a link for General Code on their website. Launched a "Healthy Community" page, and they have a scavenger hunt challenge. They are advertising their website on banners on the highway and on all flyers out of Town Hall.

**Town of Felton** – Changed clip art and font for a cleaner look. Attended the WordPress conference in Atlanta. WordCamp was very informative. Talked and shared ideas with people who use WordPress. Note: WordPress is free.

**Town of Henlopen Acres** – Currently does not have a website. Hopes to launch website next month—[www.henlopenacres.delaware.gov](http://www.henlopenacres.delaware.gov).

**Town of Magnolia** – The Town advertised Heritage Day on the website. The website is a WordPress site.

**Town of Middletown** – New website, created by Delaware.net, was approved and should be live before the next MWDG meeting.

**Town of Millville** – Greg showed this site as it is the most recent state-hosted solution and it shows some new degrees of flexibility that his new artist brings to what is offered.

**Town of Newport** – The GIC staff worked with the town to create Newport's new WordPress website. The creation of the website was free.

**Town of Odessa** – Met with Greg Hughes and shared ideas. The town is ready to get started on developing their website with GIC's help.

**Town of Smyrna** – Added online forms and a photo gallery.

Greg Hughes commented that he likes the way the town is using Twitter. Mark Deshon noted reference material on MWDG's website regarding social media.

**Sussex County** – Updated the tax information section of the site. Added Facebook and Twitter. Working on the ability to submit a building permit online for a small set of scenarios. New job posting for a second web developer.

**IPA** – Mark Deshon introduced Michael Tholstrup, a first-year graduate student at UD. Michael is the student liaison with the Delaware League of Local Governments (DLLG) and is working with the DLLG on its online directory ([www.ipa.udel.edu/localgovt/dllg/](http://www.ipa.udel.edu/localgovt/dllg/)). Mark noted that he is now using Twitter for recent IPA news and has it set up so that it automatically posts to both IPA's Facebook page and an IPA News Feeds archives web page.

Greg added that this is taking one piece of information, publishing it once, and then it goes to several different spots (Twitter, Facebook, etc.). He said it is about getting information to where the people are going (YouTube, Facebook, Twitter).

### **3. Debriefing from this year's Center for Digital Government "Best of the Web" Event.**

Greg Hughes briefed the group on the Center for Digital Government's "Best of the Web" event. Greg said that GIC always enters the competition because it is educational and it makes you think differently. In addition to the state awards, there are awards for county, city, and municipal governments as well as education awards.

#### **4. Preview of the New MWDG Website**

Greg previewed the new MWDG website, which GIC crafted in WordPress. The new site will have a blog page and photo gallery.

#### **5. QR Codes: What are they? Should I be using them?**

QR stands for Quick Response. QR Codes are not new but are new in their popularity. QR Codes were developed in 1994 in Japan. They are mobile device-friendly. A QR Code is a two-dimensional bar code with a unique design. You must have at least a semi-smart phone with a camera. Greg used YouTube to show the group a scene from CSI regarding QR Codes as well as another video clip regarding QR Codes. If you are interested in creating a QR Code, check out Google QR Generator.

#### **6. Open Discussion/Idea Session About the Group's Administration**

Greg wants to make sure the MWDG is network useful. He asked everyone to think about how the group can be useful to the members and let him know of any ideas or suggestions. Some suggestions at this meeting were:

- **Guest speakers**
- **Email lists regarding FOIA – Policy template for email distribution lists regarding FOIA**
- **WordPress**
- **Look at other websites for ideas** (at the next meeting the group will take a look at some of the city and county winners from "Best of the Web").
- **List of characteristics for a good website**