

Delaware Municipal Web Developers Group

MEETING SUMMARY

August 16, 2012

Kent County Levy Court Administration Building
Dover, Delaware
12:30 p.m. to 2:30 p.m.

AGENDA

1. Attendees

Win Abbott (Milton), **Ken Bonovich** (Kent County), **Jeff Boyer** (GIC), **"Sam" Callender** (Cheswold), **Paul Caple** (Kenton), **Dorothy Cheatham** (Kent County), **Jennifer Coulbourne** (Smyrna), **Mark Deshon** (UD-IPA), **Michael Hibbert** (Kenton), **Lynn Hooper** (GIC), **Shadina Jones** (Cheswold), **Sharon Karl** (Henlopen Acres), **Christine Karpovage** (GIC), **Kristen Krenzer** (Middletown), **Mike Mahaffie** (GIC), **Julianne Musante** (GIC), and **Candace Vessella** (Lewes Board of Public Works)

plus guest **Amy Corzine** (MetroRev)

2. YouTube

Mike Mahaffie (GIC) introduced the topic and then Jeff Boyer (GIC) shared several slides with some general data about YouTube.

If one has a Gmail account, one has a YouTube account (access is the same). Jeff suggested that towns set up a specific municipal (i.e., non-personal) account.

YouTube will accept just about any video format. Title, description, and tags are very important, especially to search engines, and will make the difference in whether your video is widely viewed or not. It is good to embed ("Share" button reveals embedding options) videos in your own pages. Municipalities should carefully consider not having "show suggested videos" checked for a video when embedding on a municipal government site. One can also add alignment to and embed code (it's not there by default). YouTube videos are particularly useful for municipal tourism.

3. FOIA Update

Mike Mahaffie (GIC) then went over some of the recent changes with regard to FOIA, as it applies to government entities in Delaware. In short, this is found in 29 Del. Code, Chapter 100.

Executive Order 31 requires executive branch agencies to adopt a standard approach for handling FOIA requests. Senate Bill 231 codified this statewide.

Summary:

- Must have a policy for FOIA requests
- Must have a Web portal for receiving requests via the Internet
- Requests "shall be made in writing" (which we noted sounds contradictory)

There is a standard FOIA request form at de.gov/foiarequest that local governments may use. It is a fillable, saveable PDF. One concern that was brought up was about local use of this form because it bears the state seal and would not be uniquely identified with the particular municipality.

There is a FOIA topic page, from which one can access background information and links to agency FOIA policies.

There was also a discussion about the use of Microsoft Word forms vs. fillable PDF forms. Either should be OK from a legal standpoint. Sam Callender (Cheswold) asked if the forms are trackable? The answer was "no," at least as far as WordPress is concerned.

Recommendations for municipalities:

1. Name a FOIA coordinator.
2. Create an email alias like foiarequests.[nameoftown]@[townemaildomain].
3. Work with Web providers to create forms.

4. Municipal Website Reports

- **Cheswold** – town representatives are meeting with Christine and Julianne soon to discuss site redevelopment.
- **Henlopen Acres** – nothing new to report; maintaining site
- **Kenton** – town is in need of a website, thus their interest in MWDG

- **Lewes BPW** – board recently launched new website (lewesbpw.delaware.gov); working well.
- **Middletown** – nothing new to report

Kristen Krenzer (Middletown) reported that at the request of the mayor she is working with Amy Cozine of MetroRev to redevelop a site for the Delaware League of Local Governments (DLLG). Mark Deshon (IPA-UD) asked Kristen if she would be willing to be the new MWDG liaison to the DLLG. She accepted.

- **Milton** – the city will be launching its new site (milton.delaware.gov) in a couple weeks.
- **Smyrna** – town just published online FOIA request, which comes in as an email; it went online with a new online job applications form.
- **Kent County** – county has begun to use social media. The planning department has an active Twitter account. Two Facebook accounts will be available in the near future. In development is a new look and feel for the website, using ASP and open source. County is getting the server soon. A template has been chosen, and content is being created.

Dorothy Cheatham (Kent Co.) mentioned that she is struggling with how to reconcile personal vs. government accounts on Facebook. A long discussion ensued. No definitive conclusions were reached.

- **UD Institute for Public Administration** – no changes, but Mark Deshon announced that he will be officially retiring from UD in November and hopes that his successor will continue IPA's relationship with the MWDG.
- **Delaware.gov** – new apps have been posted to the state site (there are 8 now). There is an online calendar for which agencies can create/edit events and post to a composite state calendar. This is replacing a database that was more than 20 years old. Also, the state has developed an online temporary license tag form that ties it to a specific future permanent license tag number. GIC is receiving more e-government projects.

Announcement of Next Meeting

The next meeting will take place on Thursday, October 25, 2012, at 12:30 p.m. at the Kent County Building, Rm. 220 and will begin with lunch.