

2014 Semi-Annual MWDG Meeting
September 22, 2015 @ 12:30PM
Paradee Center, 69 Transportation Circle, Dover, DE.

Meeting Minutes:

- 12:30PM-1:02PM - Lunch & Networking
- Introductions
- 1:10PM - 1:45PM - Presentation: “**Websites as Marketing**” – Linda Parkowski, Director of Delaware State Tourism
 - Make Your Website a Brand Ambassador – Opportunities and strategies for the real world.
 - Municipal Websites: Overload of Info, average visitor spending, top markets of origin.
 - Delaware tourism statistics.
 - How Travelers Decide Where to Visit. Travelers rely on the web.
 - Importance of highlighting photos to draw travelers in.
 - Remember the Travelers. What are their needs (i.e. directions, places to stay, things to do)?
 - Don’t forget social media. Inexpensive way to advertise.
 - Content to consider. (Photo galleries, listing of attractions, links to partners, calendar of events.)
 - Q&A.
 - On visitdelaware.com you can contact Delaware tourism to come out to your Municipality to help with ways that your town can bring in tourists and draw attraction to your small town.
 - Kristen Krenzer from Middletown asked Linda if she had any restrictions as to what they can advertise. Mike Mahaffie recommended that Municipalities could link to visitdelaware.com for any advertising needs.
 - Linda went over how one can add a Business listing to visitdelaware.com. Go to “Media” in the footer and select Industry. In the left navigation you can add an event, add or edit a business listing and much more.

- 1:50PM – 2:24PM - Presentation: **“Adding Municipal Websites to the Delaware.gov Search Tool”** – Ed McNeeley, Government Information Center.
 - Interesting Facts:
 - 30 Sites Indexed
 - Started a collection of about 9.5K files.
 - “Events” is a top-level folder and has 750 pages across 21 sites.
 - Indexed about 5K PDF files
 - Demonstration of the new search tool
 - Q&A:
 - Feedback on this new search tool
 - The benefits
 - Robotstxt.org – you can hide certain PDFs, folders, etc.
 - The importance of proper file naming
- 2:25PM – 2:35PM– **Formalizing the Delaware.gov Hosting Relationship** – Mike Mahaffie, Government Information Center
 - Term of the Agreement (new leadership, 90 day notice of termination, etc.)
 - Non-Appropriation.
 - GIC Responsibilities
 - Municipal Responsibilities
 - The process: feedback from DAG and approval from executive leadership and then the GIC will reach out to the municipal leader for further information.
 - Q&A:
 - Leigh Shuck from Town of Bowers asked what would qualify them to be “let go” from their website. Mike Mahaffie gave an example of advertising and how that is not allowed. Repeat offenders could be terminated.
- 2:45PM – 3:06PM - Presentation of the new MWDG Website
 - Mobile responsive
 - Highlights of the new website
 - CSS Animation
 - Events

- Current Constituents
 - Helpful Links: PDF Compressor
 - Like us on Facebook (and “Like” each other)
 - Possible Facebook page listing of all municipalities and their Facebook pages on the MWDG.
- 3:07PM - 3:10PM – Featuring the Towns on the State Portal on the weekends.
 - We need somewhere to link to and a nice image that captures your town and the event.
 - Reach out to the Government Information Center if this is something you are interested in.
- 3:10PM - 3:25PM – Presentation of “**Business First Steps**” – Dana Rohrbough
 - Search for Professions & Industries
 - View a Listing of Licenses
 - County and City Licenses (see something missing? Email Dana.Rohrbough@state.de.us)
 - Steps on how and why you should start a business in Delaware
 - Once Business Steps launches if Municipalities can link to it on their sites.
 - Q&A
- 3:25PM – Show & Tell
 - Suzanne Powell from Lewes BPW was curious as to if there could be a training seminar for newbies to WordPress.
 - Sussex County wanted to show “smart 911” that is now highlighted on sussexcountyde.gov.
 - Kristen Krenzer from Town of Middletown – What are towns using to notify their citizens of an emergency. A lot of towns are using “CodeRED”.
 - Bethany Beach contact asked a question what is and isn’t allowed on Facebook and why should Towns/Municipalities use it?
 - Set expectations. “We will remove off-topic, offensive comments from our Facebook page”.
 - Screenshot of inappropriate comments, delete unwanted comments and reach out “off-line” if

a citizen is truly upset. Block the offending user if need be.

- Dana Rohrbough again encourages municipalities to put licenses, forms online if not already. If you have a form that does not change yearly make sure not to name the form with year in it. Best practices for documents, forms, posts, etc.
- MWDG meeting ended at 3:56PM