



Meeting of the
Communication Commission
April 5, 2016 at 6:30 pm

Members Present

Denton Burnell
Carrie Hawkins Charlton
Alex Felts
Mark Ladley
Jake Ziegler

Also Present

John Ernst, Assistant Borough Manager

APPROVAL OF MINUTES

Mr. Burnell made a motion that the minutes from the January 19 Communication Commission be approved; Mr. Ladley seconded and the Commission voted 5:0. The minutes have been approved.

COMMITTEE BUSINESS ITEMS

Welcome New Member

Ms. Hawkins Charlton welcomed the Commission's newest member, Alex Felts.

OLD BUSINESS

Meeting/Presentation Recording Update

The Borough has reached out to surrounding municipalities that currently record their meetings and will be meeting with them in the coming weeks. We will look at how they are set up to record, production of recordings, posting of recordings on various channels including but not limited to website, YouTube and government access channels. The hope is to have quotes in hand for the next meeting of the Communication Commission.

Additionally, the meeting will be recorded on an iPad to see if this is a possible short-term solution for video recording until more sophisticated methods are available.

Civics 101

Ms. Hawkins Charlton shared that the Civics 101 workshops continue to move forward. She met with Sergeant Mike Trail of Lansdale Police and he has an outline of what participants will go over as part of the course. We will be reaching out to District Judge Ed Levine in the next few days to get an idea of what he would like to cover in the third session of Civics 101.

A tentative timeline for the workshops is Tuesdays from 7:00 pm to 9:00 pm in the Borough Municipal Complex. The first session is proposed to take place on Tuesday, April 26 (Borough Government); Session 2 Tuesday, May 3 (Police) and Session 3 Tuesday, May 10 (District Court).



Website Metrics

Ms. Flynn gave the Commission reports on the Borough website metrics. An overview of statistics is below:

Visits Overview	
15,157 visits; 12,449 unique visitors	32,173 pageviews; 25,648 unique pageviews
3min 33s average visit duration	859 total searches on website; 485 unique keywords
56% visits have bounced (left website after one page)	21,469 downloads; 11,694 unique downloads
3.7 actions (page views, downloads, links, site searches) per visit	2,208 outlinks; 2,023 unique outlinks
0.58s average generation time	595 max actions in one visit

Mr. Ladley again suggested that we use the website as a mechanism for lifestyle within the Borough by showing what is happening in town and what is available outside of annual events. Mr. Burnell suggested that we look back at the brand language that could be incorporated and used on the site to illustrate those types of things in town.

NEW BUSINESS

Economic Development Business Packet Review

Commissioners viewed the packet that the Borough uses when presenting the Borough to prospective business owners. Mr. Ladley asked if it's possible to include what real estate space is available in the packet; logistics of keeping the up-to-date as well as gaining access to the information were discussed and it was decided that a listing of brokers with contact information would be a better option to include.

PUBLIC COMMENT

None

The next Communication Commission meeting will be held on Tuesday, July 5, 2016