

January 18, 2019

The regular meeting of the Economic Development Advisory Committee (EDAC) of the Township of Hanover, County of Morris and State of New Jersey, was held on Friday, January 18, 2019 in Conference Room A of the Township Municipal Building, Route 10 and North Jefferson Road in the said Township, convening at 8:00 am.

Chairperson Breen announced that adequate notice for the meeting has been provided in accordance with the Open Public Meetings Act and by posting written notice of the meeting on the bulletin board in the Municipal Building in said Township and by mailing such notice to the following newspapers: Hanover Eagle, Daily Record, and the Star Ledger.

ATTENDANCE:

Present: Chairperson Breen; Members Brueno, Linfante, Sheridan and Struble; Alternates Conklin, Elias, Florio, and Shannon; Director of Planning Ferramosca; and Internal Coordinator Snow; Potential New Alternate Member Potkay

Absent: Vice-Chairperson Campbell; Members Facchino & Hoblitzell; Mayor Francioli; and BA Designee Brancheau;

APPROVAL OF MINUTES:

January 4, 2018

CURRENT BUSINESS:

Topic: 2019 Membership

Discussion: Potential new member Gene Potkay was invited to attend the meeting. He introduced himself and stated why would like to become a member of EDAC.

Topic: Website Project Launch Subcommittee Reports

Discussion:

Content: Alternate Elias summarized the content subcommittee's findings on the new website. The group went through all of the menus and pages and listed items for review before the new website is complete. Some of suggestions were: having external links open in a new tab; reformatting the menus to remove "How Do I..."; adding an FAQ section to the home page; creating a page for the tax assessor; adding some items to the business menu; and some outdated content updates.

Promotion/Marketing: Member Sheridan went over the promotion subcommittee's six-month plan for marketing the new website from the time of launch to Hanover Township Day. Several press releases and public education events were proposed to raise awareness for the new website. Another suggestion by the subcommittee was to create video tutorials on how to do basic functions on the new website.

Implementation: The conversation then shifted to discussing the process of emergency notifications getting posted to the website. The group discussed the possibility of an information officer being employed in the future to handle these notifications and maintaining future social media for the Township. The implementation subcommittee then discussed the app that was omitted from CivicPlus' bid and whether it should be purchased in the future. Response was mixed on the issue. Chairman Breen stated that the implementation group will be divided in three sections to test the website on desktop, mobile and tablets. Findings from this testing will be discussed at the next meeting. The group also suggested that the all the departments, fire departments and schools should "check-off" that their content is correct on the website before it lunches.

ADJOURNMENT:

The next meeting of the Economic Development Advisory Committee (EDAC) is scheduled for February 1, 2019.