

AHS Building Committee, Communications Subcommittee
Met 7/11/17 at 4pm.

Present: Kathleen Bodie, Joan Roman, Amy Speare, Kirsi Allison-Ampe, Tobey Jackson (arrived 4:20pm).

Minutes:

Minutes of 6/22/17 reviewed, motion to approve by KB, 2nd AS, passed 4-0.

Review and discussion of Wireframes revision 1:

Printout of wireframes was reviewed. Points that came up in discussion include

- Seal – need to put town seal somewhere to show site is official
- Google translate – move to footer
- Upcoming events – will add featured event category in sidebar
- Recent news – change name to news highlights
- Neighborhood alerts – name wasn't clearly related to construction, will change to construction alerts
- Email – can email be info@ahsbuilding.org?
- Breadcrumbs – group not happy with current handling, need to discuss alternative to allow parent page name to appear in breadcrumb trail
- Home button – needed? Will site name act as home?
- Press release page – necessary?
- Meeting agendas & minutes – put on site or link to town?
- Feasibility – will need content, will also need to add pages for other phases with short explanatory paragraphs
- Committee members – copy info from town
- Project partner – flip order of designer, contractor
- Minimum font – 10pt
- News – news child will be called “updates” to distinguish from news parent
- In the media – change title to Media Highlights

Content assignments:

The following are the content felt to be necessary for launch.

- Why (to come out of FAQ info) – TJ
- FAQ – completed
- Timeline – KB
- Historical background (to come out of pamphlet) – KAA
- Updates – AS
- [Press releases] ?
- Media Highlights – AS
- Calendar – KB and team
- Meeting agenda, minutes – ?
- Overview – TJ
- Feasibility study – TJ
- Documents – AS
- RFPs – purchasing section of town website – ?

- Committee members – ?
- Project partners – ?

Deadlines: July 24 initial copy, review week of July 21st, to be supplied to developer 8/1/17

AS will create google doc with content according to sitemap to use to store content until group can review in meeting

Report on blog – Town counsel is concerned about writing things which hadn't been discussed in open meeting. We will explore options further, for example, what if posts are discussed before being published?

Next meeting:
July 18 at 9am.

Meeting adjourned 5:50pm.