

Communication and Technologies Committee
August 23, 2021
Meeting Minutes

- I. CALL TO ORDER:** Meeting called to order at 3:30 p.m. In attendance were Committee members Clark Stivers, Matt Hochman, Lucas Callado, and Todd Edgar. Staff present were Steve Cornell and Sarah Gilbert.
- II. APPROVAL OF MINUTES:** The minutes of the Communications and Technologies Committee on July 19, 2021, were unanimously approved.
- III. ADOPTION OF AGENDA:** The agenda was unanimously approved as posted.
- IV. ELECTION OF OFFICERS:**

A. Chair

Matt Hochman made a motion to nominate Clark Stivers as CTC chair. The motion was seconded by Lucas Caallado and passed unanimously.

B. Vice Chair

Lucas Callado made a motion to nominate himself as CTC vice chair. The motion was seconded by Matt Hochman and passed unanimously.

C. Secretary

Clark Stivers made a motion to nominate Todd Edgar as CTC secretary. The motion was seconded by Matt Hochman and passed unanimously.

V. REGULAR BUSINESS:

A. Update on Work on Bar Harbor Web Pages

Todd had made a review of the website and its statistics and presented a synopsis.

- **Device Types** - A little more than half of the traffic to the Bar Harbor website is from mobile devices. This is normal and aligns with the distribution of desktop/laptop and mobile traffic seen on similar websites. What is somewhat unusual is the very high percentage of iOS devices that make up that mobile traffic.
- **Visitation** - As expected, there is a seasonality to website visitation with visits peaking in July (42k for 2021) and at their lowest in December (13k for 2020).
- **Content** - Most visited pages include the following. Please note that though these may be the most visited pages, there are certainly other important audiences (e.g., town employees and council members) who need and use many other pages, though those pages may not be nearly as highly visited.
 - [Homepage](#)
 - [Parking Information](#)

- [The “Bar” of Bar Harbor](#)
- [Explore Bar Harbor](#)
- [Covid 19](#)
- [Acadia National Park](#)
- [Assessor and Tax Collector’s Online Databases](#)
- **Referrers** - As is usual for similar websites, most traffic comes from search engines such as Google.
- **Search** - As is usual for similar websites, visitors tend to depend on external search engines to find content rather than using the site’s built-in search. However, when people do use the website’s search functionality, they tend to look for terms such as:
 - Bar Harbor
 - Parking
 - Tax Assessor’s Database
 - Town Office
 - Acadia
- **Audiences** - Three primary audiences of the website include:
 - Visitors/Tourists
 - Town Constituents
 - Employees, Town Council, Committees, and others doing business with the town
- **Website Sections** - The website is subdivided into four sections that align fairly well with the audiences. These include:
 - [Town Hall](#)
 - [Services](#)
 - [Our Community](#)
 - [I Want To...](#)
- **Recommendations** - Hiring a review of a website’s usability, navigation, and taxonomy would be a sound investment. Given that the website is quite functional, the reviewer did not think that immediately changing the current workflow for those who post content or dedicating a role specifically to web content was needed unless a usability/navigation/taxonomy review resulted in a plan that necessitated such a position.

The CTC further discussed the town’s website. Matt Hochman identified that it would be beneficial if meeting minutes, which are posted as PDF documents that may not include searchable text, could be indexed and, therefore, returned in search results.

Actions suggested by the town staff present included:

- Sarah will send a note to department heads reminding them to revisit site content under their purview and updating as needed.
- Steve will emphasize the site’s search functionality (which is, admittedly, already very appropriately and prominently displayed).

B. Update on Progress of Fiber Project

Nothing is immediately required of the committee at this point as the RFP is moving forward. Steve and Sarah will follow up with Stan Harmon about next steps.

C. Discussion of Technical Aspects of Equipping and Securing Remote Participation in Council Chambers

The town is working to improve the experience for remote participants and other audio-visual needs during town meetings. The previous months during the pandemic have helped everyone to better understand and prepare for those needs. Though the budget for such expenditures has not yet been budgeted, a needs list and estimates are being evaluated.

Matt Hochman brought up several important topics including:

- **Chat** - Chat functionality that is part of teleconference solutions, such as Zoom, is not approved for official business. Steve Cornell will check into the process for disabling and noted that the person configuring the meeting (i.e., its leader/creator) may be the one that would be responsible for doing so on a meeting-by-meeting basis.
- **Training & Support** - As training will likely be required, Steve noted that Nicole Ouellette has provided such services to the town.
- **Recording** - That capability is currently available, though doing so is up to the meeting leader.
- **A/V Upgrades to Council Chambers** - There was a consensus that this was a wise investment. Both Matt and Steve reminded everyone of the need for any solution to be as simple to use as possible while remaining compatible with the broadcast system. Such a system could cost in the vicinity of \$25k and would include:
 - Projectors
 - Screens
 - Wireless connectivity

VI. PUBLIC COMMENT: There were no comments from the public.

VII. COMMITTEE COMMENTS AND REQUESTS FOR FUTURE AGENDAS:
Chairperson Clark Stivers asked the committee to review the [remote participation policy](#) before our next meeting. The committee will vote at that gathering whether or not to accept the policy.

VIII. ADJOURN: At 4:29 pm, the meeting was adjourned.

Respectfully submitted by Todd Edgar, Secretary, on September 12, 2021.
