MINUTES SUBJECT TO CORRECTION BY THE ESSEX JUNCTION BOARD OF TRUSTEES. CHANGES, IF ANY, WILL BE RECORDED IN THE MINUTES OF THE NEXT MEETING OF THE BOARD.

VILLAGE OF ESSEX JUNCTION
BOARD OF TRUSTEES
MINUTES OF SPECIAL MEETING
May 4, 2010

BOARD OF TRUSTEES: Deb Billado (Village President); Larry Yandow (Village Vice President); John Lajza, George Tyler, Peter Gustafson.

ADMINISTRATION: Dave Crawford, Village Manager; Lauren Morrisseau, Finance Director.

I. CALL TO ORDER and PLEDGE OF ALLEGIANCE

Village President, Deb Billado, called the special meeting to order at 6:30 PM and led the assemblage in the Pledge of Allegiance.

II. AGENDA ADDITIONS/CHANGES

There were no changes to the agenda.

III. GUESTS AND PRESENTATIONS

1. Work Session with Leadership Champlain Project

Tyler Wood and Matthew Plasse with Leadership Champlain, and Ryan Hegreness with the Essex Junction Recreation Program appeared before the Board. Matt Plasse explained the presentation by Leadership Champlain is an outgrowth of the ongoing revitalization effort by Essex Junction and will help the village move forward with constituents using social networking technology. The proposal includes (1) soliciting bids to update the village website to include video function and newer technology for better communication with villagers and a link to Facebook, Front Porch Forum, and/or a twitter account, and (2) establishing an email database in order to periodically send out a consistently branded message to the citizenry. Leadership Champlain will help build the database and work with *Burlington Free Press (BFP)* to determine the information to be distributed and the types of information the village wants to collect. Tyler Wood added the pros and cons of using social networking sites are being researched as well. Ryan Hegreness explained how the Recreation Dept. uses social networking tools to reach out to different populations in the community and bring them to the Rec. Dept. website. Mr. Hegreness advised the Trustees need to decide what is being communicated and where the conversation should happen. According to data from Facebook, in the geographic Burlington area (25-50 miles) there are over 250,000 Facebook accounts. Mr. Hegreness said the Rec. Dept. accepts comments on their communications. Notice is provided when a comment is posted. It is good to hear positive and negative feedback provided the comments are appropriate, said Mr. Hegreness.

George Tyler summarized the proposal is to provide a revamped, charged up village website about the village and village downtown area with links to Facebook. In addition there will be an email database to send out targeted emails to village residents. A link to an online newsletter is another possible connection. Matt Plasse clarified the newsletter may be part of the email itself. More discussion with *BFP* is needed. There would be a

significant amount of content and graphics in the email. The village will control the database, but not Facebook or Front Porch Forum. *BFP* can supply the landing page as an addendum to the existing village website. There would be a sign-up that contained different fields of information the village wants to collect. Other options are having a popup sign-up for email, Facebook, contests, events, and such. Deb Billado asked if the database can be sorted to target different groups, such as residents on Maple Street when there is information pertinent to them. Mr. Plasse will ask *BFP* about targeted emails though it is presumed this is feasible. Trustee Billado asked about *BFP* posting articles of interest about the village on the website. Ryan Hegreness stated news relating to the area can be posted on the website via an RSS feed. A filter is needed so just information relative to Essex Jct. is posted. The web designer can be of assistance with the matter. Matt Plasse commented U-Tube is the first source of information for people, surpassing Google. It may be beneficial to have a video of events in the village posted on U-Tube.

Dave Crawford asked about time required to manage the website per week. Ryan Hegreness said he gets an email notice when someone has posted a comment on the site which does not take much time to check. Content must regularly be posted on the page to make it worthwhile for people to visit. A social media campaign can be integrated on the website to drive traffic back and forth without having to update multiple sites.

George Tyler asked about cost estimates. Matt Plasse said for the website there is only one month remaining for Leadership Champlain to do the work. The email database has a $500 one time setup fee and $510 annually for Constant Contact service plus $250 monthly for email management (updates, maintenance, and assistance with email distributions). The value add of having *BFP* directly manage the database rather than Constant Contact needs to be determined. If the village distributes the emails itself the fee is eliminated, but with the fee BFP will assist with updates, maintenance, and distribution to target populations. The village will own the database. The server (*BFP*, Constant Contact, or another service) provides the email system that can deliver a large number of emails at once.

John Lajza asked about the potential to filter the Rec. Dept. data for village information. Ryan Hegreness confirmed emails can be targeted. The Rec. Dept. is very careful with data and does not readily share, but sharing with the village is a different situation. John Lajza suggested meeting with the Prudential Committee to discuss use of the database. Tyler Wood stated a link to the village website with a note to people inviting a visit could be posted on the Rec. Dept. site. The village has lists of taxpayers, voters, businesses, and board/committees in the village, but all are on different database software at this point in time. Larry Yandow asked if there is any liability to the village if someone is not on the list and does not receive notice of an event. Matt Plasse said it is likely the information that is distributed will most likely be relative to events/meetings in the village related to revitalization rather than governmental meetings. Someone will need to review/monitor what information is being distributed. Tyler Wood added there are a variety of vehicles for communicating. Facebook could be used for social events and the village website could be used for governmental meetings and minutes, for example. The legal requirement to physically post announcements of governmental meetings remains. The

database and social networking tools will help build community and exchange ideas. Ryan Hegreness stated the most valuable use for the Rec. Dept. has been as tools for people to communicate their comments and ideas. Pressing community topics can be posted on the website with an official discussion board where people from Facebook and Front Porch Forum can be referred, suggested Mr. Hegreness. Deb Billado asked about doing surveys. Ryan Plasse stated Survey Monkey is a good tool. There are other survey tools available as well.

Leadership Champlain will formally present a proposal to the Trustees on June 7, 2010 to include a blueprint of the new website, email database with *BFP*, and social networking tools. The database can be taken further by establishing a landing page and directing traffic there. Matt Plasse will research whether the database is exportable to Excel and the cost of other database management services.

2. All Hazards Mitigation Plan
Dave Crawford stated any changes to the Hazards Mitigation Plan need to be incorporated so the plan can be included in the Consent Agenda on 5/18/10. Following discussion the general consensus of the Trustees is not to participate in the National Flood Insurance Program. Deb Billado mentioned the substantial disaster recovery plan at IBM and if there are any areas that dovetail with the village. Dave Crawford will contact Julie Potter with Regional Planning to see if she contacted IBM.

IV. OLD BUSINESS
None.

V. NEW BUSINESS
None.

VI. VILLAGE MANAGER'S REPORT
1. Meeting Schedule

- May 18 @ 6:30 – Special Trustees Meeting
- May 25 @ 6:30 – Regular Trustees Meeting
- June 8 @ 6:30 – Regular Trustees Meeting
- June 22 @ 6:30 – Regular Trustees Meeting
- July 13 @ 6:30 – Regular Trustees Meeting
- July 27 @ 6:30 – Regular Trustees Meeting
- August 10 @ 6:30 – Regular Trustees Meeting
- August 24 @ 6:30 – Regular Trustees Meeting
- September 14 @ 6:30 – Regular Trustees Meeting
- September 28 @ 6:30 – Regular Trustees Meeting

VII. TRUSTEES COMMENTS/CONCERNS
None.

VIII. CONSENT AGENDA & READING FILE
None.

IX. EXECUTIVE SESSION

MOTION by George Tyler, SECOND by John Lajza, that the Board of Trustees go into Executive Session to consider legal matters, contract negotiations and personnel matters, and potential budget changes related to personnel issues where premature general public knowledge would clearly place the Village at a substantial disadvantage, and to invite the Village Manager to attend. VOTING: 5 ayes; motion carried.

The Board entered Executive Session at 7:45 PM.

MOTION by George Tyler, SECOND by John Lajza, to adjourn Executive Session and reconvene the regular meeting. VOTING: 5 ayes; motion carried.

Executive Session was adjourned and the regular meeting reconvened at 8:14 PM.

X. ADJOURNMENT

MOTION by John Lajza, SECOND by George Tyler, to adjourn the meeting. VOTING: 5 ayes; motion carried.

The meeting was adjourned at 8:15 PM.

RScty: M.E.Riordan