

Digital Communication Advisory Committee Report to the Jul 2022 Town Board Meeting for the Town of Taghkanic

The DCAC met on Friday, 1 July 2022 at Town Hall. Betsy Albert, Doug Craig and Joyce Thompson attended.

The group explored a variety of ideas for the Taghkanic website and the discussion re-opened the question of what differentiates the website and the TGazette. Should topical community interest items such as “Gardening” be on the website or the TGazette?

A second concern was whether it would it spark more interest, use and participation in the website if there were separate pages for each town department and committee or specific topics (like gardening)? Would that make it easier to follow a topic or project?

This discussion also raised the issue about the website itself. It has grown organically from what was originally to be a transitional tool to a full-blown new website. Following that tradition, it becomes important to ask the above questions. It is also a good time to develop a multi-year plan.

To that end, we need to consider when we should take our proprietary website developed by our valued webmaster to a public platform so that management of the site can be done by more than one person. That process will cost enough to be a consideration for the 2023 Town Budget. The committee would appreciate Town Board feedback on whether there is support for developing this project plan.

Before the next DCAC meeting, it would be helpful to get some feedback from the Town Board on these topics. Your suggestions and thoughts are most welcome.

Finally, the TGazette can be a more frequent and interesting venue for our town if we could engage more ‘reporters’ on topics. The committee will draft a request for help and asks the Town Board for permission to publish it on the website and TGazette.

Respectfully submitted,

Joyce Thompson, Co-Chair