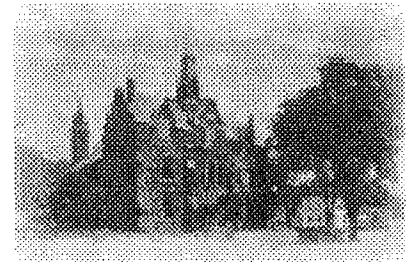


Town of Ayer

Board of Selectmen

Ayer Massachusetts, 01432



Monday, October 27, 2008
Ayer High School-Conference Room-Washington St., Ayer, MA
(following the Fall Town Meeting)

Meeting date: 10-27-08

Present:

Carolyn McCreary, Chairman (Ms. McCreary)	X	Cornelius F. Sullivan, Vice-Chairman (Mr. Sullivan)	X
Richard D. Gilles, Clerk (Mr. Gilles)	X	James Fay, Member (Mr. Fay)	X
Gary J. Luca, Member (Mr. Luca)	X	Shaun Suhoski, Town Administrator (Mr. Suhoski)	X
Janet Lewis, Secretary (Mrs. Lewis)	X		

Meeting Called to order at 8:30p.m.

Chairman McCreary opened the meeting by advising the Board meeting to discuss two (2) items:

- New Town of Ayer Website overview by Jeff Mayes of the Communications Committee re features and functionality.
- Sharing DPW Superintendent re services/administration.

Selectmen Sullivan requesting the Board's indulgence to take up an Executive Session item re inter-municipal issue. Selectman Luca moved the Board approve the agenda as amended, 2nd by Selectman Fay, VOTE: unanimous, so moved.

Pauline Conley requesting if the Board would be taking up Public Interest and advised to at end of meeting if time allows.

The Board met with Jeffrey Mayes-Communication Committee-Mr. Mayes gave the Board a digital highlight/s presentation. Mr. Mayes stating the site has a fresh, clean professional look with a consistent layout throughout, with embedded Google search, RSS enables following strict adherence to web standards along with many useful and exciting features.

- Consistent layout-same layout on every page-allows easy access to information with three (3) main areas
 1. Mission statement, meeting hours, members/staff and contact information
 2. Announcements and links
 3. Free form space for additional information: i.e. stories/photos
- Navigation-Improved menu system-no longer runs off page with low resolution/displays & laptops
Breadcrumb Menu-see where you are & how you got there
- Contact form-Centralized form-lists email contacts in one place, more professional looking, allows file attachments.
PHP-back end-email addresses on the back-end not on site itself helping to prevent spam
Formatting -email is now received in clean easy to read format
Receipts-system automatically replies to send with receipt
- RSS-(Really simple syndication)-Allows you to subscribe to a page, tell what has been added to page, use your news reader of choice
- Search-Google search on every page-retains last ten searches, Results are displayed in site-keeps you in the site, search criteria is hi-lighted in search results
- SEO (Search engine Optimization)-Proper site map-view alphabetically by category or tree, siteindex.xml?file
Helps users w/Google, yahoo and ask.com, pages are marked with <changefreq> and <priority> tag

definitions

Helps users w/Google, yahoo and ask.com, pages are marked with <changefreq> and <priority> tag definitions

- Google Analytics-see how visitors search the site, what they are looking for/where they end up/helps us to improve results
- Standards-100% compliant code-HTML, XML, PHP, CSS, JAVA, Ajax-Works with all modern browsers EI 6&7 on the PC, Firefox, Safari and Opera on both PC and Macintosh

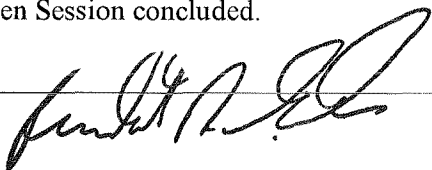
Chairman McCreary asking what Mr. Mayes was seeking from the Board of Selectmen. Permission to update was response assuring confidentially, no access to confidential files and emails cleaned up. Selectman Gilles moved the Board grant permission for website access and update, 2nd by Selectman Fay, VOTE: unanimous, so moved. Mr. Mays requested the Board approve to list three (3) people re technical ownership of the webpage in case of emergency/safety net allows designation with-in site with Board of Selectmen maintaining full authorization of site but allowing the designation of up to three people re support; suggesting Lisa Gabree, Financial support, Shaun Suhoski administrative support and Jeff Mayes technical support. Motion to designate three people listed above made by Selectman Gilles 2nd by Selectman Sullivan VOTE: unanimous, so moved. Selectman Luca requesting all Town Departments be advised to Web update.

Supt. of Public Works position-Chairman McCreary updated the Board re JBoS discussions suggesting combining/cost sharing municipal services-resources. Chairman McCreary stated Town of Harvard Board of Selectmen expressed interest in sharing DPW Supt./services with the Town of Ayer. Selectman Gilles as a preliminary step drafted letter Town of Harvard Board of Selectmen re same and read letter into record. Stating given the economic climate of the State & Country the Town of Ayer is exploring ways to conserve costs while continuing to provide excellent service to Ayer taxpayers and invite the Harvard Board of Selectmen to submit a letter of interest to sharing DPW services and management. Selectman Sullivan moved the Board approve the letter, 2nd by Selectman Luca again both stating open to discussion only-exploratory, VOTE: unanimous. The Board also reviewed the Supt. of Public Works position and of Harvard Supt. of Public Works submitting his job description to Town of Ayer. Mr. Suhoski informed the Board to Ayer's DPW Supt. position closed on 10-17-08 and current applicant not advised to combined Town/s position. Selectman Fay stating his concerns re cost of doing business-once give up control its gone really need to explore. Selectman Gilles budget woes only going to get worse/tighter and by consolidating cost i.e. capital equipment/trade services saving money, the Board needs to think differently how to run the Town, not a done deal just getting Harvard's feelings only to see if there is any interest and could possible reach out to Town of Shirley.

Pauline Conley requested to speak under Public Interest questioning why sign language interpreter was not present for Fall Town Meeting and advised to letter sent out confirming signer by Selectmen's Office and Mr. Sylvester contacting signer himself and advising Mrs. Lewis to having no problem with situation this evening.

9:25p.m. Selectman Gilles moved the Board adjourn from Open Session to enter into Executive Session pursuant to MGL Chapter 39 Section 23B Exemption #3 2nd by Selectman Sullivan VOTE: Selectman Sullivan aye, Selectman Gilles aye, Selectman Fay aye, Selectman Luca aye, Chairman McCreary aye, unanimous, so moved.

9:25p.m. Open Session concluded.



DATE: _____

12-23-08