

BOROUGH OF FRANKLIN PARK
Technology Advisory Committee

Minutes

May 6, 2021
7:00 PM via Zoom

Roll Call

Craig Dean
Nate Dufresne
Matt Garland (Chair)
Annie Graziani
Cathy Poole (Vice Chair)
Andy Nock
John Park

Old Business

Minutes of the April 13 meeting were reviewed and approved.

New Business

Social Media

The committee members reviewed a status update presentation from Annie Graziani and Cathy Poole.

- First step is approval from Borough Council
- Work with Borough Solicitor
 - Terms of Service
 - Social Media Policy
- Determine handle for social media
 - The legal name is Borough of Franklin Park
 - Current website and other printed media uses Franklin Park Borough
 - General consensus was to use @franklinparkborough
- Consistent color scheme and logo
 - Annie Graziani will work up wireframes for social media sites
 - Andy will provide Annie with existing logo and color files.
- Based on Feb 2021 Pew Research, the 2 initial social media sites should be Facebook and Instagram.
- Recommending use of Hootsuite as social media platform
- Funding
 - Hootsuite subscription
 - Personnel
 - Explore potential to use existing borough staff
 - Opportunity to share resources with neighboring municipalities
 - Per diem for computing and cell phone devices

- We should meet with Ross, McCandless and Marshall to see how they planned for and manage their social media presence
- Connect with Zach Brower from Parks and Recreation to discuss his use of social media
- The current CivicPlus website software has components that may be useful for social media
 - Andy Nock will investigate further
- John Park invited the committee to present their plan at the Borough Council Work Session on June 2 at 6:00 pm.

Borough Software Review and IT Business Continuity

Andy Nock, John Park, Matt Garland, Nate Dufresne and Craig Dean will meet on May 14 to review current technology stack and ongoing support for the borough.

Good and Welfare

John Park asked the committee to keep improvement of cell phone service at the top of our list. Matt Garland has been in touch with Verizon and is awaiting further information from them.

The committee also had an inquiry/complaint from a resident of the borough regarding the quality of internet service from Consolidated Communication. This will be addressed at a later meeting

The next meeting is June 3, 2021 at 7:00 pm in the meeting room at the Franklin Park Borough Building. A Zoom meeting will also be available.

Respectfully submitted,

Cathy Poole
Vice Chair