

**Waterbury Community Development Committee
Minutes of October 13, 2004 Meeting**

Present: Carol O'Neill, Chairperson, Ted Schultheis, Missy Parks, Milly Badger, Ken Feld, Mary Miller, Laura Parette and Bill Shepeluk

Absent: George Woodard, Steve VanEsen and Mary O'Leary (LOA)

The meeting began at 6:05 pm.

Carol told the Committee Steve Lotspeich could not attend this evening's meeting due to other commitments. Carol welcomed Bill Shepeluk to the meeting.

Carol then turned the meeting over to Missy Parks.

Missy passed out an e-mail from Steve L. explaining he was not be able to attend this evening's meeting, but supported the changes being made to the web-site.

Missy distributed the Plan for Redesign of the Waterbury web-site. She explained the redesign goals, the site redesign (how the updated web-site would look) and the four areas covered in the redesign, namely, the Home Page, the History Page, the Tourism Page and the Community/Business Page. What was already accomplished and what needs to be accomplished was discussed as well. Included in the Plan Redesign was a Timeline for the redesign along with the costs (\$1,100.00) associated with the redesign. If all goes as planned, the Waterbury Website should be up and running in December 2004 and ready to sell web pages by March 2005, possibly sooner. Michele Riggs and Dennis Porterfield were major contributors to the design of the web-site with key input from Steve Lotspeich and Laura Parette. The goal this evening is to get authorization from the Town Manager to spend budgeted monies to rework the web site.

Bill Shepeluk spoke to the Committee about working the database to get information on a calendar for all municipal minutes/organizations and that Michelle Riggs had been the person responsible for inputting and updating the website – a daunting task.

Laura Parette showed us the Waterbury Logo she designed and stated that if the Village and the Town wanted to use the Logo, a 'Letter of Intent' needs to be written to her to get permission to use the Logo and that no entity given permission to use the Logo could alter the Logo. Laura also stated that the Logo was not 'registered' and the cost to register the Logo would be around \$350.00.

Discussion then followed about use of the tag line (“Just What You’re Looking for”) on the Waterbury Logo.

Mary Miller showed copies of communications from a local business she is affiliated with and how they used their tag line on all of their communications. Mary thought it would be a good idea to use the new Waterbury Logo and Tag Line on all communications from the Town and Village.

Ken asked who would pay for the Registration of the Logo. WCDC members agreed WCDC should help defray some of the cost of registering the logo.

Bill S. told the Committee we had \$3,000.00 in our budget with \$550.00 already spent on web hosting, leaving a balance of \$2,450.00.

WCDC asked for permission to use a portion of the \$2,450.00 to pay the expenses associated with the web redesign and registration of the Waterbury Logo. Bill told the Committee he had the authority to disburse the funds and told WCDC to submit the bills for payment. The Town Manager could not however, give permission to use the Waterbury Logo and Tag Line on Waterbury stationary, brochures, etc. WCDC would have to go before the joint boards to secure that permission.

Missy explained who would be responsible for each phase of the redesign and the fees associated with each phase. Missy will be volunteering her time worked on the redesign. Mary Miller would like to have the value of Missy’s volunteer time so noted, as well as other volunteers who will work on the project

Bill suggested we should make arrangements for an early December meeting before the joint boards and should have the following at hand to discuss:

- expenses for the website plus web hosting expenses
- draft of a budget
- detail web hosting expenses and maintenance expenses
- detail whatever else WCDC wants to do for the ensuing year
- the need for WCDC to have a separate budget
- if we propose an increase in our budget – justify increase
- come to the meeting with progress report about the website

Milly B. asked if there were any restrictions on the money in the village’s revolving loan fund. Bill stated there were none. Bill told the Committee the loan was closed last week. The Committee asked for a status report on the loan portfolio and WCDC was told there were two non-performing loans. Carol will be sent a loan status report and will distribute to the Committee.

Mary Miller told the Committee she was interviewing Rome Snowboards for an article in Exit 10, profiling the local business. Mary suggested that WCDC be the entity responsible for interviewing a local business each month for a profile in Exit 10 and each member should come to the next Monday morning meeting with a listing of businesses they would be interested in interviewing. Missy asked Mary for a listing of the businesses already profiled.

Missy suggested that WCDC have a ten minute brainstorming session at the next Monday morning meeting... and will call Dennis Porterfield and Steve Lotspeich to ask them to attend the meeting on October 25, 2004 at 7:30 am.

Meeting adjourned at 7:25 pm.

Respectfully submitted,

/s/ Mildred Badger

Mildred Badger, Secretary