

June 14, 2023, Communication Commission Meeting

Members Present: Bill Morris, Sara Thurston

Members Absent: Isaac Frazier, Amanda Gaskill, Kristin Mathieson, Theresa Six, Jim Michaelson, Dave Deegan

Alternates Present:

Alternates Absent:

Liaison Present: Jonathan Keen, Heather Flaim

Liaison Absent:

Guest Present None Scheduled

Meeting called to order at 7:00

Flag salute

Sara made motion to approve minutes; 2nd by Jonathan.

Bill received email from Diane Denise that she will be resigning from the Communication Committee.

Bill handed out stats on you tube and webpage, 1st page is just you tube, and NJ google analytics 2nd page is priorities, what are people looking at on web page.3rd page Behavior overview

Bill suggested that we put a button on Tac Collector sup-page to pay taxes. When we do revision subpages will remain the same.

Bill asked Seniors what they would like when we create a senior sub-page. They agree to provide a list of things they would like.

Bill advised Sara to look on the file directory page to see where we can place Senior's sub-page.

Sara went over the calendar with Jonathan. Sara will learn how to link the flip book calendar.

Jonathan questioned when you go on web calendar, and you go to area on calendar how do you navigate to other areas?

Bill has an old Township Calendar that has many historic pictures, he will have his daughter scan and will place folder on google drive so we can use on the website.

Jonathan was unable to load the design on his phone, he can get on iPad and laptop but not phone. Bill advised, this is jpeg, this may be the problem. Jonathon just wants to make sure it's available on mobile.

Jonathan questioned, have we thought more about the space we have available on civic plus server.

Bill advised that we have sup pages for Zoning and planning boards, it is suggested that we post zoning and planning resolutions. Publishing on the web page would be convenient to residents.

Bill – Last Zoning Board meetings, they approved a closed session minutes. Where can we post these minutes and if it is legal, we should be able to put on website.

Sara advised one (1) set of minutes can be uploaded, there's no other way. We do not have the ability for multiple minutes per meeting.

Jonathan, these documents are very small we should be able to store items with Civic Plus.

Bill with excess space on civic plus we should do more widgets. Currently for Community TV page, we just link over to township You -tube channel. We can place current meetings on civic-plus server still using YouTube as our archives. Send this to a sub-page to be developed, with a link to archives. Current meetings on civic Plus then we will start building up back up.

Jonathan asked how long do we have to keep files?

Bill went over monthly stats – Bill was surprised of how many hits were on Township webpage.

Bill stated the report shows numbers for NJ only.

Jonathan asked for the top 10 to be on second page.

Bill questioned Sara; have they scheduled the Civic Plus meeting? Sara answered; yes, they did. We had questions on the crest and the colors. Bill deleted the old logo and submitted the new logo.

Sara will let them know that this is the one that has to revise colors.

Jonathan, we are storing our minutes in a database. Will we be changing that with Civic Plus or will it remain the same?

Bill, Police Dept wanted multiple pages, Sara advised yes, we did not have to add after all. Sara edited it down with their permission, so the space was ok. Later we can add more space.

Bill, construction we do not have all of the forms? Sara questioned if it requires payment.

Bill, we have form available they can fill out and bring in to pay. Bill will send everyone a copy to the link.

Bill will email Township Administrator to ensure that he knows what we are planning and if he has any problems with the changes.

Jonathan asked Sara if she could bring up the website, she was able.

Set up for payment button should be one on top and one on bottom, click here to pay online for Tax Office page. Per Bill, make the "Notify Me" button bigger.

Jonathan asked if our URLs will be the same or is this just a redesign? (Answer Yes)

Jonathan suggested that we need to look at our top 10 in NJ, the top 11. Need to find out what the difference is in #7 and #18, they are the same. We have to fix, they have two (2) of the same links it is copied twice, one is lower case, and one is capital, these are both the same page and if we are paying per page, we have to delete the one page. Question if we have separate pages because these are showing on our analytics as two separate pages. Jonathon asked for a full list of our URL's.

Bill was questioned if we are charged by the page, Sara advised; no, we are not

Bill questioned Sara, should we make these pages not case sensitive for reporting purposes?

Jonathan asked Bill if we could get a running 12-month average for analytics, so we can compare when the URL's are fixed.? Everything should be increased by 125-150% in time, we want to see over a 6 month period if it goes down or goes below compared to 6 months.

Sara made a motion to adjourn meeting, 2nd by Heather.

Meeting adjourned 8:06

Analytics You-Tube Channel		
2023	5/6	6/14
Number of active subscribers	120	133
New Subscribers	18	11
Total Views since 2021	8,941	9,965
Audo only last 7 Days		
Total access last 7 days	319	196
Views last 28 days	1110	771
Not Subscriber	959	568
Subscriber	151	203
View by Device	1101	771
Mobil Phone	710	375
Computer	269	188
TV	60	156
Tablet	62	52
View by Source		
Twp YouTube Channel	210	181
Facebook	209	44
Gmail	30	0
Google Search	17	22
com.google.android.messaging	9	4
com.samsung.android.messaging	8	1
Apple.com		1
Analytics Township Web Page		
Total access last 7 days		1,670
Views last 28 days		5,755
Mobil Phone		923
desktop		704
tablet		51
View by Source		
Apple iPhone	2,676	620
Wiko K-KOOL	234	200
Apple iPad	47	29

This property will stop processing data starting on July 1, 2023. To continue measuring website traffic, create a new Google Analytics 4 (GA4) property. Otherwise, one may be created for you based on your current settings, unless you opt out in Setup Assistant.

Learn more

Begin migration

<input type="checkbox"/>	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
<input type="checkbox"/>	1. /	4,305 % of Total: 100.00% (4,305)	3,587 % of Total: 100.00% (3,587)	00:01:34 Avg for View: 00:01:34 (0.00%)	2,149 % of Total: 100.00% (2,149)
<input type="checkbox"/>	2. /166/Tax-Office	1,185 (27.53%)	930 (25.93%)	00:00:48	882 (41.04%)
<input type="checkbox"/>	3. /154/Police-Department	246 (5.71%)	215 (5.99%)	00:04:22	158 (7.35%)
<input type="checkbox"/>	4. /159/Public-Works	179 (4.16%)	150 (4.18%)	00:02:01	131 (6.10%)
<input type="checkbox"/>	5. /153/Municipal-Court	168 (3.90%)	141 (3.93%)	00:03:08	118 (5.49%)
<input type="checkbox"/>	6. /152/Planning-Zoning	129 (3.00%)	104 (2.90%)	00:01:47	89 (4.14%)
<input type="checkbox"/>	7. /agendacenter	100 (2.32%)	82 (2.29%)	00:03:05	44 (2.05%)
<input checked="" type="checkbox"/>	8. /150/Construction	93 (2.16%)	89 (2.48%)	00:08:21	10 (0.47%)
<input type="checkbox"/>	9. /AgendaCenter/Township-Committee-3/	90 (2.09%)	77 (2.15%)	00:01:52	42 (1.95%)
<input type="checkbox"/>	10. /101/Departments	76 (1.77%)	59 (1.64%)	00:04:05	56 (2.61%)
<input type="checkbox"/>	11. /156/Municipal-Court-Payment-Options	62 (1.44%)	52 (1.45%)	00:00:23	19 (0.88%)
<input type="checkbox"/>	12. /directory.aspx?did=10	54 (1.25%)	52 (1.45%)	00:00:42	42 (1.95%)
<input type="checkbox"/>	13. /149/Municipal-Clerk	52 (1.21%)	50 (1.39%)	00:01:12	46 (2.14%)
<input type="checkbox"/>	14. /Directory.aspx	46 (1.07%)	45 (1.25%)	00:02:08	19 (0.88%)
<input type="checkbox"/>	15. /171/Recreation	43 (1.00%)	16 (0.45%)	00:00:19	0 (0.00%)
<input type="checkbox"/>	16. /173/Sports	41 (0.95%)	32 (0.89%)	00:00:46	9 (0.42%)
<input type="checkbox"/>	17. /175/Ordinances	36 (0.84%)	30 (0.84%)	00:02:58	23 (1.07%)
<input type="checkbox"/>	18. /AgendaCenter	34 (0.79%)	33 (0.92%)	00:03:06	20 (0.93%)
<input type="checkbox"/>	19. /164/Boards-Commissions	34 (0.79%)	31 (0.86%)	00:02:05	10 (0.47%)
<input type="checkbox"/>		32 (0.74%)	28 (0.78%)	00:00:32	1 (0.05%)

Run BS MTS Avg

will

7

11



Google Analytics Behaviors Overview

Continent: ... (1) ▾

Region: Ne... (1) ▾

Channel ▾

Device ▾

May 15, 2023

Overview of your user behaviors



Which page is the most popular?

Most popular pages with title breakdown

Which content grou