



## Village of Hewitt

7688 McLean Drive  
Hewitt, Wisconsin 54441

<http://vi.hewitt.wi.us>

<http://www.facebook.com/VillageOfHewitt>

### Website Committee Meeting Minutes – December 3, 2014

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The meeting was called to order at 6:56PM in the Hewitt Administrative Building

**Present:** Derek Dieringer, Ken Eilers, Jeff Graves, Marylee Jacobitz  
**Absent:** None  
**Guests:** None  
**Minutes:** The minutes from the 1/12/14 meeting were reviewed and approved.  
**Public Input:** None

#### Working Site Addresses:

- Permanent Site: <http://vi.hewitt.wi.us>
- Temporary Site: <http://hewittwi.govoffice3.com>
- Admin Site: <http://hewittwi.govoffice3.com/admin>

#### Old Business:

- Advertising for volunteers on the website
  - We did post a call for volunteers on the website. We have gotten some people interested in helping but we can't be sure if that came from the website or another source.
  - We do need to update the text on the volunteer page. Ken will review the current text and send the changes to Derek to publish on the site.
- Photos of Village Hall and Park for the website
  - There were some technical difficulties getting the photos from Ken to Derek. Ken does have the photos.
  - The group reviewed the photos that Ken has and picked four photos of the park and four photos of the hall for the website. Ken will send these to Derek so they can be added to the website.
- Fire Ring Inspections
  - The fire ring inspection form was done by spring and was in use all summer. Quite a few requests came in through the form. We haven't received much feedback from the Fire Department but we believe they are happy with the form.

#### New Business:

- Village Board & Committees – Review of Members
  - It's been a while since we went through the committee pages and validated that the members are current.
  - Ken asked whether or not we should have names on the pages. The consensus was yes, we should keep the names on the page as it gives people contact points in the village.
  - Ken volunteered to go through the village board and committee pages and update the members.
- Review of "Contact Us" Page
  - We reviewed the names on the "Contact Us" page to make sure that all the names were current. This page is currently up to date with no changes needed.
- Facebook Page
  - We discussed the Facebook page. All agreed that it's been a great tool for communicating announcements and getting people involved and to be able to push information to people without having them have to visit our website.

- Although there is a button on the home page of the website, it doesn't seem very visible. We will add a bullet point to the list of engagements on the home page to draw attention to the fact that you can receive village updates by liking us on Facebook.
- There was also discussion about how to get people involved. Marylee suggested posts asking people to post photos of their Christmas decorations in December or listing what they love about Hewitt in February. She will put together a list of ideas for getting more interactive with residents.
- Twitter
  - We had a discussion about Twitter and its similarities and differences to Facebook.
  - With Twitter, you "follow" people or institutions. Whenever they tweet, those tweets show up in your feed.
  - Tweets are short... only 140 characters.
  - You can post a photo in a tweet but you can't post bunches of photos like you can on Facebook.
  - You can link your Twitter to Facebook so that when you tweet, it also shows up on your Facebook page.
  - There are a lot of people out there that use Twitter but not Facebook. This would allow us to reach more people.
  - We're not quite ready for this yet. Our Facebook page is sporadic with updates. Once we become more consistent with our updates we may want to consider Twitter.
- HARD – New page for Softball/Volleyball League
  - This is one of the main reasons people come to our website and we don't have a page dedicated to the Softball and Volleyball league.
  - We need to create a page. We can put all of the links relating to the league on this page. We can also create a quick link on the home page so people can jump right to this page.
- HAFD – New page for Pumpkin Run
  - This is another reason people come to our website yet we have no page. We should have a page where you can find history on the run, registration forms, pictures, results and information about where the money goes.
  - Ken will get information about the run... only a paragraph or two.
  - This is another item that should probably get a quick link on the home page.
- Accepting Online Payments
  - There is a desire to be able to accept online payments for things like softball/volleyball registration, pumpkin run registration and potentially even things like dog licenses.
  - Derek did some research on the options available to us.
  - The officially supported option from our web host, GovOffice, is to use a company called MuniPay.
  - MuniPay is part of Nationwide Payments. They have over 750 municipalities using their services.
  - There is no setup fee, no yearly fee and no processing fees.
  - There is, however, a convenience fee that is charged to the customer on every transaction. It's 2.45% of credit/debit transactions with a minimum of \$3.00. For electronic check transactions, it's \$1.50 flat fee.
  - There was much discussion about passing this on to the customer vs. traditional discount rates where the company (in this case the village) pays a percentage of each transaction.
  - Most people in the room did not like passing the fee on to customers. The thing is, the fee is there no matter which solution we use. One suggestion was to lower the registration fee by \$3.00 so that the total was still the same. Although we then collect less money, we'd collect less if we paid the discount rate.
  - With MuniPay, you get a custom URL that you direct people to. They can then pick from a list the things they want to purchase. You can have the money for different items direct to different accounts. So if they pick softball registration the money would go into the HARD account and if they pick pumpkin run registration the money would go into the HAFD account.
  - There is also an administrative interface where you can setup users to see either all transactions or just specific departments (like HARD or HAFD). From there they can run reports on transactions and even void or refund transactions.
  - The biggest issue with this is that there isn't a good way to tie a registration to a payment. So you would have to have the customer fill out a registration form and then continue on to the payment. There's not a great way to tie them together. The MuniPay form isn't customizable today (but may be in 6 months) so there's no way to guarantee that someone that has paid has also submitted a registration form. We need to do both as there is a lot of information we need to collect for a registration.

- After a transaction is completed, the user receives an email confirmation. The total is actually billed as two transactions... one for the registration amount and one for the convenience fee. Both are listed separately on the email. You can also choose to have people be cc'd on the confirmation emails specific to the items that were purchased.
- The group agreed that this was a relatively nice payment solution but has enough gaps and issues that we need to think more about it and look at other solutions.
- We need to look at PayPal and see what we can do there. Although that's not supported by GovOffice, we could leave our site and redirect to PayPal if that would work. We need to do some research on this. And all of this doesn't do us a ton of good if we can't automate the collection of the data so that people don't have to re-enter it into spreadsheets to run the leagues.
- Derek and Jeff will evaluate PayPal and other options.
- We will need another meeting in February to discuss. We will need to have some members of the rec department present to get their thoughts.
- Next Meeting
  - The next meeting is scheduled for Wednesday, February 11, 2015 at 7pm in the Hewitt Administrative Building.
- Business Not Anticipated in Advance
  - None.

#### **Action Items**

- Ken: Review the text of the volunteer page and send updates to Derek.
- Ken: Send photos of village hall and park to Derek.
- Ken: Validate the Village Board and various committee memberships and update the web pages.
- Derek: Update the home page to call more attention to liking us on Facebook.
- Marylee: Create a list of ways to foster interaction on Facebook on a monthly basis.
- Derek: Create a Softball/Volleyball page.
- Ken: Get information about the Pumpkin Run and send it to Derek.
- Derek: Create a Pumpkin Run page.
- Derek/Jeff: Evaluate PayPal and be prepared to discuss at the next meeting.

**Next Meeting:** The next meeting is scheduled for Wednesday, February 11, 2015 at 7:00pm in the Hewitt Administrative Building.

The meeting adjourned at 8:35PM

Submitted by: Derek Dieringer