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Martha's Vineyard Commission Executive Committee Minutes of the Meeting of April 2, 2013

Held in the MVC Offices, 33 New York Avenue, Oak Bluffs

Executive Committee members present: Fred Hancock (Chairman), Erik Hammarlund (Vice-Chairman), Brian Smith (Clerk-Treasurer and Chair LUPC)

Others present: Mark London (Executive Director)

The meeting was called to order at 8:30 a.m.

1. Website

It was agreed that the MVC needs to upgrade or replace its website. The Commission can use funding from a combination of various grants to come up with \$10-15,000 which should be sufficient to pay for an upgrade to the existing site. A totally new site would apparently cost much more, perhaps \$25-50,000. The additional expense could be added to next year's MVC budget, but there is some question as to whether this is the highest priority given the difficult situation with the Commission's finances.

Mark London distributed a draft outline of proposed upgrades to the website. There was a discussion as to whether we should rebuild the current website or start from scratch. It was agreed that we'd proceed as follows:

1. Some improvements can be made in the short term by staff or by the website manager for a modest fee.
2. Set up analytics on the current website and monitor the results for 4 to 6 months in order to better understand how people are using the site including what they are looking for.
3. Prepare an outline of what we want the website to be, and leave it up to the bidder to decide to what extent they would reuse elements from the existing website. Aim to have this done a month after the diagnostics period, i.e. early fall.
4. Present this proposal to the full Commission for feedback.
5. Do an RFP and select a contractor. Aim to have the work completed 4 to 6 months after the contract is signed.

2. DRI Regulations

Mark London said that he was well advanced with preparing a draft of new regulations based on previous discussions as well as new issues that have come up since. He expects to have a draft ready in a few weeks, for discussion and the next Executive Committee meeting.

3. Reimbursement of Commissioners' Travel Expenses

The new Governor's representative has asked whether he can be reimbursed for his travel expenses. The MVC Bylaws allow for reimbursement of Commissioners and staff travel expenses but the informal policy has been to only reimburse travel from the Commission building to other locations. There was concern about the financial and public perception impact of changing the policy. The Chairman, Executive Director, and Governor's appointee will put together a proposal for discussion at the next Executive Committee meeting.

The meeting was adjourned at 10:00 a.m.