



Waterbury Conservation Commission  
Minutes  
October 13, 2020 Meeting  
Via videoconference

Commission attendees: Allan Thompson (Chair), Billy Vigdor, Mike Hedges, Erin Hurley, Tracy Sweeney, Joan Beard, Krista Battles, and Linda Gilpin

Commission absences: Steve Hagenbuch

Meeting convened 6:05 pm

- Mike moved and Linda seconded the motion to approve the September 9, 2020 meeting minutes without change.
- The Commission unanimously agreed to alter the order of the agenda to discuss the website project first.
- The Commission discussed the structure and cost of the revised website and the proposal by Jamie Benson, who will develop the website.
  - The Commission discussed the availability of funds that can be used to develop, host and design the revised website.
    - Subject to a review and approval of Bill Shepeluk, the Commission believes that at least \$125 is available for this project.
    - There is likely to be a yearly expenditure of funds as well, possibly \$100 per year (see the proposal below). This would not include developing the Story Board.
  - Allan noted there could be funds available from third parties that have been encouraging the use and sharing of game camera photos within the Shutesville Hill Wildlife Corridor. Third parties may also choose to host the Story Board (discussed below).
  - The key elements of the website discussed include:
    - About us page
    - Events page
    - Game Camera - Story Board
    - Invasive Species
    - Resources
  - The Story Board would use existing game camera photos of wildlife in the Shutesville Hill Wildlife Corridor.
  - Erin agreed to accept a lead role in developing the overall architecture of the website and keep the project moving forward. Krista agreed to develop details of each of the key elements of the website. Allan discussed the elements of the Story Board and agreed to lead the effort to develop the content for the Story Board. Linda agreed to



assist in editing content. Mike agreed to coordinate efforts for the invasive species aspect of the website.

- Mike reported that the Town did not have definitive limits or guidance on the development of a Waterbury Conservation Commission website.
- Mike gave a brief update on the invasive species project. He suggested that the project be incorporated in the website project and he would coordinate with Krista.
- Billy reported that the Shutesville Hill Wildlife Corridor Partnership is in the process of reviewing and updating its strategic plan. The planning project provides an opportunity for the Commission to consider how it will continue supporting the Partnership.
- Billy reported that he has distributed a draft memo that would accompany the Commission's first set of comments to the Waterbury Planning Commission regarding updates to the Unified Development Bylaws. Billy asked the Commissioners to provide comments, which will be incorporated into a revised memo. The revised memo would be submitted to the Commission for consideration and vote.
- Allan identified presentations that may have interest to the Commissioners:
  - December 15, 2020, Vermont Land Trust, Wildlife on the Move: Protecting Landscape Connections One Parcel at a Time (with an emphasis on the Shutesville Hill Wildlife Corridor), <https://vlt.org/event/wildlife-on-the-move>. The program is free to the public.
  - November 4, 2020, Association of Conservation Commissioners, Agriculture and Clean Water, [https://vtconservation.com/conservation\\_summit/](https://vtconservation.com/conservation_summit/)
  - November 11, 2020, Association of Conservation Commissioners, Key Note Address, Resilience and Change: Conservation and Community in a Renewed Vermont. [https://vtconservation.com/conservation\\_summit/](https://vtconservation.com/conservation_summit/)
  - November 19, 2020 (with pre-gathering webinars on October 28, November 5 and November 13) and March 3, 2021, Regional Conservation Partnership, <https://www.wildlandsandwoodlands.org/2020-rcp-network-gathering>.

Mike move to adjourn the meeting and Tracy seconded the motion. Meeting adjourned 7:34 pm.

Next meeting is November 10, 2020.



## Website Proposal

- The project falls into two sections as I see it, which can be handled on two timelines:
  - 1) Main site design, structure, and content (more straightforward)
    - **Fees:** No design charge as long as development takes less than fifteen billable hours (time spent actively working on content / backend or in planning / review meetings)
    - **Timeline:** Should be able to complete a live draft in the next two-three weeks, assuming we get these details ironed out
  - 2) “Story Map” features (more complicated, with potential for a lot of back and forth)
    - **Fees:** No fee for the first five hours of work, but after that I will need to charge for additional hours. As you all are a small org with a limited budget for this, I can offer a discounted rate of \$30/hr
    - **Timeline:** I imagine this piece will take more intention and time to work out, so I’ll follow your lead on this one.
- Ongoing maintenance is expected to be managed by WCC, but will be outlined by Jamie in a manual / reference document for site use, content management, and maintenance / updates
- Platform:
  - I’m recommending WordPress for a platform, as it’s very versatile, pretty easy to learn, and most importantly you have full control over the backend—if you need to move your website elsewhere or extract your content, it’s drop dead simple to export everything.
- Hosting:
  - I recommend SiteGround, who can host your site for ~\$7/mo at the basic, and ~\$10/mo at the more advanced tier. They include free SSL, automatic updates, free backup, run on the Google Cloud backbone, and run using 100% renewable energy!
  - Combined with domain costs, that would bring your annual operating costs to around \$100. The first year you will also have any design and startup costs, but those should be pretty minimal—the only one aside from any added hours as we discussed would be the theme / editor package I use with clients (which costs \$80). Thankfully though it is a single purchase, lifetime license for the site, and it’s transferrable if you move providers.

The things I’ll need to get going are:

- Approval that this plan would work for you all, and of course any questions you have answered
- What domain name you would like to use (cost varies based on the domain, but you can expect between \$12 and \$40 annually for a domain registration)
- Any assets (photos, videos, contact information, copy writing) you have not already shared that you’d like to make sure are used
- Whether you all currently have access to ArcGIS with their StoryMap features
- A list of 3-4 websites /organizations with similar missions you like the look and feel of, as that helps me get a feel for the design