

Hub Committee
February 26th 2013 – FACS Niagara (82 Hannover Drive)

Attendees: Tracey Belcastro, Lorrey Arial Bonilla, Lisa DeGasperis, Darlene Drouin, Darlene Edgar, Tiffany Gartner, Dorothy Harvey, Nancy Lisi, Sandra Noel, Glory Ressler, Jackie Van Lankveld, Zach Dadson (recorder)

Regrets: Jeff Biletski, Kendall Cappellazzo, Natalie Chaumont, Kim Cole, Tracey Cosco, Donna Dalglish, Kelly McDonnell, Bonnie Filipchuk, Florence Ngenzebuhoro, Trudy Hill, Janice Quinn, Judy Reid, Sandy Toth, Jeanne Schmidt, Kaarina Vogin, Kelly Wilcox

ITEM	DISCUSSION	ACTION
1. WELCOME	<ul style="list-style-type: none"> - Committee members were welcomed by L. DeGasperis. - L. Arial Bonilla and D. Drouin from the Early Childhood Community Development Centre (ECCDC) have prepared a presentation on parentdirectniagara.ca and will outline proposed website enhancements. 	
2. PARENT DIRECT WEBSITE UPDATE DISCUSSION	<ul style="list-style-type: none"> - At the last Hub Committee meeting L. Arial Bonilla discussed parentdirectniagara.ca and provided a statistical analysis of the website's traffic. She also brought a list of possible website enhancements based on feedback provided through parent focus groups in the spring of 2011 as well feedback from the Hub Committee and Early Years Niagara Planning Council (EYNPC). - T. Gartner and the Community Integration Leaders (CIL) Project Team have reviewed the proposed enhancements and consulted with CIL site of practice committees. The project team has created an enhancement measurement tool. - The CIL Project Team has measured the 9 suggested enhancements and is interested in the Hub Committee's feedback on each of them. - There will be further discussion about specifics for each enhancement. The purpose of this morning's meeting is to see if there are any enhancements the committee is opposed to or if there are additional ideas to consider. - When parentdirectniagara.ca was created it was intentionally set up in a way that required little administrative support. While these enhancements will require time to develop once they are complete there will be a low level of maintenance required. - The first priority enhancement is the improvement of mapping and searching capabilities. - Parentdirectniagara.ca will always link to other websites when possible rather than host information on the website itself. - The Fort Erie Community Committee is looking at different print forms of event calendars using symbols to identify event types. It may be possible to use these same symbols on parentdirectniagara.ca in order to be consistent across the region. - The Fort Erie Community Committee is investigating the possibility of having an events calendar on the Town of Fort Erie's website. There may be an opportunity to link to this calendar and website from parentdirectniagara.ca for Fort Erie specific programming. - The committee would like to have as few clicks and as little scroll required as possible on the website. This will require a prioritization of information in order to ensure important information is at the top of the page and easily accessible. - With regards to enhancement #8 instead of expanding listings to include city beaches, parks, trails, pools, splash pads etc. parentdirectniagara.ca will link to the specific pages on city websites that contain this information. - Based on discussion the committee will not move forward with enhancement #9 (Adding Google analytics for additional website stats for administrator to have access to comprehensive reports). There was discussion that if the website did not have high traffic numbers organizations may be less likely to continue their commitment to 	

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	<p>providing parentdirectniagara.ca with up to date information. If the site is successful, partner websites should see an increase in traffic on their own websites based on the links provided on parentdirectniagara.ca</p> <ul style="list-style-type: none"> - To ensure there is continued committee oversight of the enhancements and opportunities the Hub Committee may create a subcommittee to coordinate the work being completed as efficiently as possible. - There will be further discussion about how organizations will be identified in program listings. <p>Advertising</p> <ul style="list-style-type: none"> - School boards can help with the advertising of parentdirectniagara.ca by ensuring principals and staff members are aware of the website and encouraging their students' parents to use it. - There was a discussion about creating a non-interactive Facebook page which would require minimal ongoing maintenance and drive visitors to parentdirectniagara.ca - Committee members would like to have a QR code on all advertising materials in order to link parents to the website on their mobile devices. <p>Budget and Timeline</p> <ul style="list-style-type: none"> - The CIL Project Team is currently in discussions to enhance earlyyearsniagara.org and gear the website towards service providers. - The CIL Project Team has outlined \$40 000 of the project's budget for communication development. There has also been \$30 000 allocated to site of practice committees that can be accessed for this project should there be a need to do so. - This \$70 000 will need to pay for enhancements to earlyyearsniagara.org and parentdirectniagara.ca as well as the necessary marketing for both websites. - There is not a specific timeline for the enhancements. ECCDC will outline development phases with a timeline for each. - Identifying the funds required to enhance parentdirectniagara.ca will provide a financial framework for T. Gartner's discussion with J. Reid about enhancing earlyyearsniagara.org. <p>Motion</p> <p>The Hub Committee supports the suggested parentdirectniagara.ca enhancements and has authorized up to \$50 000 be spend to complete them.</p> <p>Moved by Jackie Van Lankveld Seconded by Dorothy Harvey</p> <p>Unanimously Supported</p>	
<p>3. MEETING DATES</p>	<p>March 26th 2013, 9:00am – 10:30am <i>Pathstone</i> April 23rd 2013, 9:00am – 10:30am <i>Pathstone</i></p>	