

Cumberland County Commissioners' Finance Meeting

Agenda

Wednesday, April 11, 2018 - 1:30 PM
Commissioners Hearing Room
Courthouse, Carlisle PA

Present: Commissioner DiFilippo, Commissioner Hertzler, Commissioner Eichelberger; Stephen Brayman, Chief Clerk; Rachel Bryson, Communications. Mark Adams, Alex Smyser, IMTO; Rich Rutkowski, Interim Nursing Home Administrator, Helen Schultz, Melissa Smith, CNRC - (Vtc). Michelle Rhone, Recording Secretary.

1. Call to Order

2. Public Comment- None

3. Topic for Discussion:

- **CNRC – Website Discussion** – Rachel Bryson & Mark Adams (see attached power point presentation)

A thorough discussion and presentation was provided by Rachel Bryson, and Mark Adams regarding a new dedicated website for Claremont Nursing and Rehabilitation Center. The presentation included visual comparisons of our current website for CNRC, to other nursing homes in the county. Rachel stated the main goal is to highlight CNRC. She also stated, research is showing that individuals age 50 and older are expected to exceed the population by 2030, highlighting the need to market CNRC.

Rachel and Mark discussed two different providers who could build the new website; CivicPlus, who currently manages the county website, and WebpageFX. Pricing was discussed for both options (please see attached paperwork; and quote). To design and build a website in house is not an option due to time constraints, and lack of available resources. It would take well more than a year to build, and, require more servers that alone would cost more than having CivicPlus develop and host the website. There would also need to be an increase in bandwidth on our current network; too much traffic could crash other county services. Rachel and Mark discussed our current provider, CivicPlus. CivicPlus has built in tools that allows for more in house editing. Currently we have an existing contract with CivicPlus. We would need a scope of work from them and it would tie it to master terms and conditions. Eventually, the sites would tie into our existing annual maintenance agreement. Commissioner Eichelberger discussed stock photography, and concerns with brand equity.

Commissioner DiFilippo questioned Rachel and Mark on how long it would take to establish a new website, which in turn, Mark replied 2-3 months. Commissioner DiFilippo questioned who would be in collaboration of the design for the new dedicated website; Rachel replied that it would be a team approach. CivicPlus would develop the architecture of the website, IMTO, and Communications would work together on the design, modules, color scheme, etc. Communications Dept. is currently updating CNRC content/information. Commissioner Hertzler suggested that Chris Sechrist should also be a part of the plan, and to help collaborate. Commissioner Hertzler also stated the messaging on the site is important; provide family/individual testimonials, CNRC strengths, current 5-star rating, our residents at CNRC are treated like family, dedicated units; rehab, Dementia/Alzheimer's. Commissioner DiFilippo questioned Helen and Rich if they have any further comments. Helen stated the need to highlight the tenured staff at CNRC. Melissa Smith questioned the maintenance part. Is that going to be handled internally? Stephen Brayman stated IT allows for content administrators in each department. Mark stated each department has 2-3 administrators, and additional training will be handled in house.

Commissioner Hertzler made a motion to request staff to proceed with further engagement with CivicPlus for development of an individual website for Claremont Nursing and Rehabilitation Center, Commissioner Eichelberger seconded the motion; and it unanimously carried.

4. Other Business- None

5. Adjourn- Commissioner Eichelberger made a motion to adjourn.