

**TOWN OF OCEAN VIEW**  
**DELAWARE**

February 3, 2021

TO: Mayor and Council

FROM: Carol S. Houck, Town Manager

SUBJECT: Communications Updates



As you are aware, we are currently working on several communication improvement projects that should be ready to launch by this Spring. They include our new Government Access Channel and updated website. We also would like to change our domain name from OceanViewDE.Com to .Gov. We have already secured ownership of OceanViewDE.Gov. Our reasons for wanting to move in this fashion include:

- .GOV is a standard for local and state governments
- The public is familiar with .Gov and it gives them peace of mind knowing that they are dealing with a true government agency
- .Gov sites are regulated and highly protective – the process to obtain the site is stringent

Given the fact that we have all these communication improvements underway we determined the best process for launch would be to do so at the same time in combined media releases and a direct mailing to our property owners (May 2021 Town Newsletter) and ads in local papers and on our FACEBOOK page as soon as we are ready.

While a vote of Council may not be required to make our domain change, I am providing notice and seeking your support for the effort. We currently pay \$50 a month for the .COM maintenance and \$450 (\$1,050) a year for that domain. The .GOV will be \$60 a month for maintenance the \$400 a year for the domain (\$1,120). We feel the additional \$70 is worth the benefit.