



Minutes

Technology Committee Teleconference Meeting Wednesday, September 26, 2007

I. Welcome and Introductions

Tim Blevins, Committee Chair, called the meeting to order at 2 p.m. Eastern. The following people participated in the call:

Name	State
Tim Blevins, Chair	Kansas
Steve Wilson, Vice Chair	Idaho
Robert Johnston	Hawaii
Jesse Jordon	Kentucky
Jerry Dailey	Utah
Greg Matson	MTC
Allison Kelly	MTC
Chris Lane	MTC
Antonio Soto	MTC

II. Public Comment Period

No one from the public participated in the call.

III. Approval of Minutes of the August 29th, 2007, Teleconference

Mr. Soto noted that Robert Johnston, Hawaii, should be added to the list of participants and that the word "like" should be added after the word "would" in line one of the second paragraph on page 2. Following a motion duly made, the minutes from August 29th, 2007, teleconference were approved as corrected.

IV. Report on Voluntary Disclosure Application Project

The Chair invited Mr. Matson to report on this project. Mr. Matson noted that Tom Shimkin, Director of the National Nexus Program, has assigned Ted Jutras, one of the Voluntary Disclosure Program's paralegals, to help develop a thorough statement of work for this project, based on examples provided by the committee. He added that Mr.

Shimkin noted the level of technicality required of for a statement of work, and that they will need more time to work through it.

Mr. Wilson mentioned that he has looked into statements of works to pass onto Commission staff for examples, but didn't think they would be very applicable to this project and therefore not helpful. He agreed that it will take more time up front, but it is better to work on business requirements first and then the committee can help with the technical side when it gets to that point.

The Chair mentioned he had some contact with Mr. Jutras regarding the requirements, and had sent him a sample requirements document to use as a base.

V. Website Project

a. Status of Online Registration

Ms. Kelly reported that she had just spoken with Rachel Foster from eMagination. They will be working on a "save" button for the contacts lookup function early next week, and it is about 8 hours of work. The registration page has still not been approved and resources have not been assigned to it. She submitted a proposal for 88 hours of work, which should take about 2 weeks to develop and an additional week of testing. She thinks it might be done late October or early November.

b. Best practices of other states, or search engines to drive traffic to the site

Ms. Kelly also reported on the web traffic, referrals from other websites, and the search advertising campaign. She has taken the lead on the Google AdWords campaign and made some adjustments in past weeks that have brought some additional traffic to the site. She also worked with Mr. Shimkin to get some advertising for the Voluntary Compliance Program up and running, which was done on September 12th and also has brought some additional traffic to the site. Between the keyword targeted search and the content network search that Google uses to target relevant websites or articles, we are ensuring that we target the most relevant web users.

Ms. Kelly did some research on state department of revenue sites and referrals to our websites. Out of 13,100 referrals last month, just about 10% (about 1300) came from states' website links. Of that 1,300, Alabama, Idaho, Iowa, and New Jersey make up 60%. This is mainly due to either links directly on the homepage or recently added links to the Voluntary Compliance Program that the states are participating in. States generally have a link to our site on their "Relevant Tax Sites" page, or on their "Forms" pages, which links to our uniform sales and use certificate page. There are 27 states that have sent us traffic to date. There are about 20 states with no visible or easy to find link to the Commission on their website. Of those, 5 are compact states, 4 are sovereignty, and 11 are associate Members.

In terms of driving more traffic from the states websites, Ms. Kelly suggested that we target those states that do not have a link and ask them to put one on their site somewhere.

The Chair suggested that one reason some states do not have links to the Commission website is that some state tax agencies do not have direct control over their own websites, so adding something is not as easy as it sounds. Mr. Wilson mentioned that he had talked to Alabama about what they are doing to drive traffic to the Commission's site. They said it was not anything specific, but that they do encourage their own staff to refer to the MTC's website, so that could be where it is coming from.

Ms. Kelly reported that there were no surprising changes in overall web traffic. August traffic was a little slower, mostly due to the summer months and coming off the month of July where we had a conference driving up website activity.

Mr. Johnston suggested that when we approach states about linking to the Commission website, we want to point out the benefits and uses of the MTC site and provide guidance as to how and where the most appropriate place is to link.

Mr. Wilson suggested a link on agency intranets might also be useful. He added that we might want to wait until the contact lookup and registration is fully functional, otherwise it might turn them away if something is under construction.

VI. Other

Mr. Wilson asked for suggestions as to when the next meeting should be scheduled. Following a suggestion the meeting was scheduled for November 1st at 2 p.m. Eastern time.

VII. Adjournment

The meeting was adjourned at 2:40 p.m. Eastern time.