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Tom Galinat, Town Clerk  
Town of Peacham  
Peacham, VT 05862  
(802) 592-3218

## **TOWN OF PEACHAM LAUNCHES NEW WEBSITE**

**PEACHAM, VT** – In an effort to improve communications, centralize important information for the Town of Peacham, and improve economic development, the Peacham Select Board is pleased to introduce a new website for the town, [www.peacham.org](http://www.peacham.org).

The Select Board issued a request for proposals in March of 2019. Two proposals were received from area marketing and website design agencies. The project was awarded to Terry Miller of tmiller web design, a website design agency located in Peacham. The new website incorporates a responsive design that allows it to be viewed across a number of different devices (desktop, smartphone, and tablet).

“Our primary website audience is the citizenry of Peacham. This group encompasses people with a wide range of technical skills and abilities. We wanted the new site to be a useful tool for citizens who choose to keep in touch with the various activities in the town and those who serve on the numerous committees, boards, and organizations that make our town so unique,” said Beatrice Ring, Peacham Select Board member.

In addition, the goal was to create a website conducive to the many residents of Peacham who live far away during the winter months and those who are interested in learning about Peacham either as a potential new home owner, visitor, or business.

“Our current set of web sites did not serve any of our objectives effectively. Terry saw that our current website lacked a clear path for our citizens and visitors to follow, to find what they wanted, or to identify whom they should contact on a particular matter,” said Ring. “She helped us to create a website that eliminated these challenges and delivered a site that is intuitive and offers a centralized place for information and resources.”

The new website includes an easy-to-use content management system, intuitive navigation, improved search engine optimization, social media integration, a shared calendar of events, colorful photos, and pertinent contact and state and local resource information.

“For being a small town, Peacham is very busy and always has a lot going on,” said Miller. “It was exciting to design a website that brought together all the services, committees, events, and important dates to improve communications in real time. I think one of the more popular features will be the shared calendar. An added bonus—Peacham provides some of the most beautiful pictures for a website.”

Miller has designed more than 40 websites for businesses specializing in art, music, crafts, agriculture, wellness, retail, lodging, and non-profit. Her websites also feature blogs and e-commerce. For more information, visit [tmillerwebdesign.com](http://tmillerwebdesign.com).