

Website Task Force  
Minutes  
August 21, 2017

Present: Speryl, Leeves, Simmons; guest Alan Mitchell

Minutes of August 7, 2017 were approved.

LaFoy was not present at the meeting but members agreed his proposed new Google web template was quite workable for Birchwood purposes. The following comments were made:

Create a more obvious button for the Home tab.

Break up the government, committees site as it is quite dense with topics.

Simmons will check with the administrator on the status of current website editing:

Further edits needed: add term dates to each council/mayor name

Make Home tab more visible.

Karyn McGynniss is still working on the revised Birchwood logo.

Draft Communication Plan (Speryl) – approved by the task force.

Add phrase to Vision Statement emphasizing commitment to protecting lake quality

Add *be informative, ease of navigation, and place for gathering feedback* to Guiding Principles

Commit to clarity and timeliness of the data on website.

Leeves is making good progress on upgrading slides for the cable channel. He is working with Lay on this and information for YouTube. Leeves will give the task force feedback to Lay.

Current capacity to update website: Who has access to site for doing this? What would a conversion to a new website entail? Does the Council wish to establish a communications committee?

Next Steps: Will the task force be invited to the September 12 council meeting? The task force has now completed its work stated in the charge.

No future meeting date needed.