

**Website Task Force  
City of Birchwood Village  
Minutes of August 7, 2017**

**Attendees: Speryl, Leeves, Simmons, Councilman LaFoy, Administrator Lay**

**The minutes of the August 1 meeting were approved.**

**What we learned about our current website software:**

Current website has features available to us that we have been looking for such as front page calendar, There is tech support for this website. There are several format options available to the City through GovOffice Web Solutions, our current provider. All have a fee for their use.

**Draft framework for a new website (Speryl)**

The framework attachment was shared with LaFoy and he will take it into consideration as he explores Google website options. He will mock up a new site using this draft framework. It would include a tab for volunteer options and sign ups, a welcome page, survey capability, places for pictures and quick links to other sites.

**Pros and cons of building a new website were discussed.**

If a new website were developed, it would take time to migrate current data to new site. A Google website would be easier to maintain and it would be free. Does the task force want to move forward with looking at a new sight, given its original charge to renovate the current site? There was consensus that we pursue the Google option further. Lay will find out when our current contract with GovOffice expires.

**Capacity to keep website updated:**

All agreed it is essential to keep any site current which would keep it credible and enhance its use by residents. Task force members expressed concern that time is precious in the Village office and that staffing and budget may not allow for the necessary staffing increase. Members expressed their notions of *what does a resident need to know* as a way of prioritizing website information (School district? Docks? Parks?) Lay will draft some Q&A options for the website.

**YouTube, the GTN and website need to be integrated (develop linkages) for better functionality and GTN (our local government channel) could be more useful in helping with information and videos.**

**Development of a communication plan and team:**

Speryl will draft a communication plan which might include initiatives and tactics for enhanced communication with the office, the council, committees and all residents. This would

include all communication channels- website, bulletin board, YouTube, FaceBook, Twitter, newsletter, Channel 16. Efficiencies between all these options would be sought.

**Simmons gave Lay an edited print out of the current website pages.**

**Leeves will work with Suburban Channels to keep Birchwood information current and how this might work with YouTube.**

**LaFoy will explore Google Analytics to learn about current website usage.**

**Next meeting: Monday, August 21, 2017 1 PM Village Hall**