

Agenda for Birchwood Website Taskforce Meeting -

Monday, July 24 1pm Birchwood City Hall

- Review and approve minutes from last meeting
- Review Brian McGinnis' feedback and respond (see below for feedback detail)

Updates from each committee member:

- Bridget - potential menu frame
- Robert - reducing clicks and general maintenance, google analytics, twitter account and how we work with the council
- Mary Sue- Welcome Page and site innaccuracies
- Determine next set of actions to take
- Determine next meeting time

Brian McGinnis feedback and Bridget Sperl's response

Bridget:

First off, thanks for working on website improvements.

I have a couple suggestions for consideration by your group:

Your July 10 draft minutes indicate a desire to change Trilby White's photo to a current likeness. Since I feel a child's photo trivializes and lowers the dignity of the individual Councilmember and the City Council as a whole, I had in mind to let you know what I think. You beat me to this proposal. **Great minds think alike**

On a related note, I recommend that the "details about each" Councilmember be included right on the page with the photos and placed next to the photos. It looks like there is enough room. This would help the user who wants to know which Councilmember is responsible for a particular area of the government. As it is now, one has to click through all the photos to get this information. Before the pictures were inserted, all the "details" were on one page. (Minimizing clicks is a good general objective.) **We agree and are trying to understand how the software works so we can make the change. This occurs on a number of pages, we want to minimize clicks wherever we can.**

Tree Logo: The birch Tree Logo was drafted many years ago by my wife Karin. The original drawing, I am sure, has been lost probably way before any electronic image was saved. Over the intervening years the drawing has become pixilated and fuzzy through subsequent copying and scanning of previous copies. Karin says she is willing to do a new "original" ink drawing of the same design. Or if desired, she could submit ideas for a "modernized" logo. Let her know what you think (Karin and I both use this same email address.) **I did not know this, thanks for sharing. I love the idea of either redoing the original logo or considering an update - let me add it to the agenda for the next meeting and get the committee's feedback**

I suggest that for each City committee, commission, task force, etc., that for at least the chairperson there be included an email address and a phone number. Better to have all members so tagged as are the Planning Commissioners and City Council. This recommendation goes into the transparency and openness category for the Village. If one cannot or does not want to come to a meeting, contact by email or phone is good option. A resident may want to contact a non-chair person he or she knows rather than a chair that is unknown. **I am very open to that and can certainly add my information - let me raise the topic at the next meeting**

We will be out of town, so cannot attend your next two meetings, but can respond to emails over this time. Travel safe!

Best regards,