Notice of Public Meeting of the
Technology Advisory Board
Monday, February 27, 2017. 5:30 P.M.
City Hall, 9101 Bonita Beach Rd.
Bonita Springs, Florida 34135

MINUTES

		TIME	INFO	DISCUSSION	ACTION
I.	MEETING CALL TO ORDER	5:30			X

Chairman Jim Kauffman called the meeting to order at 5:30 p.m.

		TIME	INFO	DISCUSSION	ACTION
II.	ROLL CALL	5:35		X	

Present:	Jim Kauffman, Chairman
	Ike Lichtenstein, Vice Chair
	Tim Deaton
	Jose Duran
	Jane Hess

Absent:	Patrick Lippy
	Vincent Marchesani
	Carlene Harrison

Public:	No public present

		TIME	INFO	DISCUSSION	ACTION
III.	PUBLIC COMMENT	5:40			

No Public present

		TIME	INFO	DISCUSSION	ACTION
IV.	MINUTES OF NOVEMBER 21, 2016	5:45			X

Board Member, Jim Kauffman, made a motion to approve the minutes with the correction of the spelling of Mr. Lichtenstein's in the roll call; Board Member Jane Hess seconded; and the motion carried unanimously

		TIME	INFO	DISCUSSION	ACTION
V.	COUNCIL LIAISON ITEMS	5:50	X		

 No Counsel present

		TIME	INFO	DISCUSSION	ACTION
VI.	STAFF INFO & UPDATES	6:00	X	X	

No new updates

		TIME	INFO	DISCUSSION	ACTION
VII.	CONTINUE DISCUSSION AND REVIEW OF WEBSITE SUGGESTIONS	6:30		X	

Mr. Jose Duran, City staff, filling in for Patrick Lippy, conveyed that Patrick asked if the Board had any updates on the website.

Mr. Ike Lichtenstein asked if we have any pop ups on our web site. Jose replied, no, there are no pop ups on the City website.

Chairman Kauffman asked if the Board had any observations of superior websites that they would like to talk about.

Mr. Tim Deaton would like to see "home" on every single page. He would like to see the Search on the upper right hand corner the page. Also, if you're filling out a form on a web page, there is no way to go back "home" and often it is not evident when you are done. Mr. Duran responded that is something we will be implemented on the new site.

Chairman Kauffman asked Ms. Hess, since she went through an exhaustive re-evaluation on her website, if she could list items that clearly made a difference. Ms. Hess listed the following:

1. Determine what you want the site to be. Who visits and why.
2. Make the site very clear and do away with excess, make topics easy to find.
3. Have a drop down menu to make it as friendly as possible to navigate
4. Avoid jargon and abbreviations that are unnecessary.
5. Put an icon or picture in the event English is not the users first language.

Ms. Hess explained that even on a preschool site, it gets very technical, there are many forms and guidelines. A user may not know what form they are looking for or what it's called, but they will know what they want to do.

Mr. Jim Kauffman asked Mr. Duran if he can track the hits and if he noticed a dramatic increase in hits in season. Mr. Duran responded yes, he does see an increase in hits during season. Mr. Duran can go back five to six years to check hits. You have to install a piece of software on your computer to capture how many people have visited your site, it's free with google. Mr. Duran reported that the site has 437 users. Board member Tim Deaton asked if this is unique. Mr. Duran responded yes, it's unique. Mr. Duran reported that the site gets users from all over, for example, Great Britain, Canada, Denmark and France. You can also get the data in real time; at the time of the meeting, there were five users online, some from Franklin, Tennessee and Grafton Wisconsin. Mr. Duran can see which pages are the most popular on the City website. The most popular pages on March 1, 2017, were the Home page, Things to do and Live Stream. Board member asked about new and return, what's the cut off? Mr. Duran answered it drops off at end of day. Mr. Duran reminded the Board that this also includes employees.

The Board discussed the possibility of live streaming where users can see in real time what's going on. For example the Riverside Park band shell. Mr. Duran recommended a permanent mount aimed at the stage. Board member asked how much it would cost to have a camera installed to stream. Mr. Duran said the camera is not too expensive, the hardest thing would be installation. Mr. Duran stated you can stream it to U-tube so it doesn't bog down the resources, and it's free.

Mr. Kauffman asked why we don't have the temperature on the Home page. Mr. Duran responded the temperature was taken off a while back because it was too cluttered. The board thinks the temperature would be good. Mr. Kauffman said the first thing you should see when you go to our home page is our weather, the temperature, what's happening or what happened the week before, we play music, we're warm, we're in the sun.

The Board wants to show people what they're missing when they are not here. What is our mission? What are the one or two things we want to accomplish? That could be one of our objectives. Two goals, we want to show people what's happening and what's going on City Council.

Ms. Hess stated that now she has her site up and running, she does the updates. Mr. Duran commented the biggest time consumer is maintaining the site. Ms. Hess advised you need reliable people and they have to use the same tone; the language has to be the same. Mr. Kauffmann responded that it will take a least two people to maintain the site and that it's a lot of work. Citizens look to the site for information such as when trash is collected, especially when there is a holiday. You cannot depend on the telephone book.

Ms. Hess advised to take into consideration how it looks on a smart phone or tablet. People may not have a computer at home, but most have a smart phone or a tablet.

The board looked at the Boston web site and the New York City web site. Both have translate buttons. Mr. Duran responded that Google is free, but doesn't do a great job, it does an adequate job. The sentences are not well constructed. For the most part, reading it makes sense and you get the gist, but it is structured incorrectly. Mr. Kauffman asked, how far off is the Google translation? Mr. Duran responded, it's a little off, it's not horrible.

Mr. Duran stated that the City is in the process of making a new website. Mr. Duran believes it is going before City Council soon. There will be an RFP, it has not been sent out yet. Mr. Duran stated that most companies want us to use their services and pay monthly or go into a system that wouldn't allow employees to do edits, the company wants to do it. The proposal is set up that our onsite staff can update.

Mr. Deaton asked where to find the RFP. Mr. Duran responded on the Procurement portal. We want to attract as much talent as possible. Mr. Ike Lichtenstein thinks we should distribute this to as wide an audience is possible. So much of it is graphics and experience. Mr. Lichtenstein would make a big pitch to the design community, once the Board is happy with the RFP. It shouldn't be limited to Southwest Florida. There are some brilliant houses that are not big companies.

Mr. Kauffman stated the other thing when it comes to procurement, the state has a lot of pre-bid vendors, big vendors, who take the time to register with the state, which means any public entity can use the state vendors. That's another way to enlarge the choice. Usually they have more than one vendor for an area. You can go to their website

The board asked if they could see a copy of the RFP before it's final. There may be one tiny thing that they may want to throw in. There are certain guidelines that the Board would want met. Mr. Duran will find out if he can send it out yet. Once staff is satisfied with the RFP, then it might be time to show the Board.

Ms. Hess stated, once her school awarded the contract, they had 3 or 4 other companies throughout the country contact them to see what the bid was, this is available under the freedom of information act.

The Board recommends the following recommendations for the City web site:
1. Be clear on the vision and goal of the website.
2. Come up with a graphic standard to insure that people with all abilities can read it.

3. Add a search button on every page so users can search for a specific item.
4. Add a home button on every page.
5. Add the weather with current temperature – we're warm, we're in the sun.
6. Add what's happening or what happened the week before, play music.
7. Set up the Chamber of Commerce so they can update their own site. Mr. Duran will bring this up.
8. Investigate purchasing a camera with a live feed. The Board proposed the band shell at Riverside Park as an example. Next year perhaps a portable cam that you can take anywhere for live events.
9. Add a translation button.
10. Consider how the website looks on a smart phone or tablet.

In conclusion, the look and feel of the website should be intuitive, simple and transparent, use plain language, use icons to help navigate, be ranked by popularity and topics people want to know about. Ms. Hess sent a lot of information to Ms. Lora Taylor, Communications Director, a few months ago, Ms. Taylor has Ms. Hess' thoughts on website development.

	TIME	**INFO**	**DISCUSSION**	**ACTION**
VIII. NEW BUSINESS	7:00			X
No new business.				
IX: NEXT MEETING, Next Meeting is **March 20, 2017**			X	
X. ADJOURNMENT				X

Ms. Jane Hess moved to adjourn, Mr. Tim Deaton seconded, meeting adjourned at 6:48p.m.

Respectfully submitted,

_____
Nadine Chiaramonte, Receptionist/Office
Assistant

APPROVED

TECHNOLOGY ADVISORY BOARD:

Date: _____
AUTHENTICATED:

_____
Jim Kauffman, Chairman