

**Notice of Public Meeting of the
Technology Advisory Board
Monday, April 17, 2017. 5:30 P.M.
City Hall, 9101 Bonita Beach Rd.
Bonita Springs, Florida 34135**

MINUTES

		<u>TIME</u>	<u>INFO</u>	<u>DISCUSSION</u>	<u>ACTION</u>
I.	MEETING CALL TO ORDER	5:30			X
	Chairman Jim Kauffman called the meeting to order at 5:30 p.m.				
II.	ROLL CALL	5:35			X
	Present: Jim Kauffman, Chairman Vincent Marchesani Tim Deaton Jane Hess Staff: Mike Gibson Lora Taylor Absent: Patrick Lippy Isaac Lichtenstein Carlene Harrison Public: No public present				
III.	PUBLIC COMMENT	5:40			
	No Public present				
IV.	MINUTES OF February 27, 2017	5:45			X
	Correct paragraph 3, page 2, Chairman Kauffman Mr. Tim Deaton would like to see “home” on every single page.				
	<i>Board Member, Mr. Tim Deaton, made a motion to accept the minutes as corrected above, all in favor and the motion carried unanimously.</i>				
V.	COUNCIL LIAISON ITEMS	5:50	X		
	Councilman Gibson reported that we’re still working on the website. Looking into how to track the hits to the website. Looking into a more interactive website for users.				
VI.	STAFF INFO & UPDATES	6:00	X	X	
	Ms. Lora Taylor reported the results of the website research and the RFP – see Agenda Item VII.				

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

Ms. Taylor briefed the Board on the status of the research and where they currently stand on the RFP process. Lora stated there is a budget in place. The RFP should be going out in the next two weeks, it will posted on the city website under Procurement. The RFP will be posted about a month for vendors to respond. Staff will be selecting the top three to be interviewed. The final firm will go to Council for approval.

The results of the research uncovered four top items:

- More photos
- Less content
- Mobile responses
- Consistency in the look and feel

The biggest comment was more photos. Multiple groups in the city were poled to get the feedback. People said they wanted a simpler look to the website. Ms. Taylor reported that the biggest obstacle will be a policy as to what we want to see on our website. Mr. Marchesani asked about 501c3 charities and how do we fairly link to those who are truly legitimate and not discriminate with others. The City will have to come up with a policy of what to put on the website. Ms. Taylor explained that private entities who use Riverside Park are responsible for marketing their own events.

Ms. Taylor reported that the challenge will be to dump all the showcasing on the front page and determine what policy we're going to implement to tighten it up. Ms. Taylor stated that additional suggestions mostly came from this committee, which included:

- Add search function on every page
- Add home button on every page
- Add weather with current temperature
- Link to Chamber of Commerce web site
- Link to EDC web site
- Live feed from camera in Riverside Park
- Translation button
- Look and feel should be intuitive, simple and transparent

Ms. Taylor stated staff also reviewed other city websites that won awards:

- Denver, Colorado
- San Diego, California
- Hayward, California
- Tampa Florida,
- Louisville, Kentucky

And looked at the following finalists:

- North Port, Florida
- Delray, Florida
- Boston, Massachusetts

Staff has been researching good websites and apps, what is innovative and what features win awards. Ms. Taylor reported that they have been researching apps and are going to ask the designer to design an app for our city similar to the other cities, as an example:

- City of Tampa, Florida
- City of Fort Myers, Florida
- Philadelphia, Pennsylvania
- Oakland, California
- Boston, Massachusetts

Ms. Taylor read the project mission statement to the Board. The goal for the website is to be the public face of the government and the community.

Ms. Taylor read the proposed RFP for the website designer and asked the Board for feedback:

- Credit card information must be secure and exempt from disclosure per the Sunshine Law to protect privacy. Ms. Taylor will look into the credit card process via the website.
- Will there be an oversight person overseeing the staff who have access to updating the site. Ms. Taylor reported that there will be training for the 20 employees who will be updating the site to make sure they know the protocols, use the right fonts, etc. The selected firm will do the training. The Board stressed the importance of having an oversight protocol before information is posted to the website.
- The Board discussed the importance of defining policy which is different from procedure, which is different from practice. The fact is they are all different unless it's defined. The Board decided this topic should be discussed further at another meeting. Ms. Taylor agreed, and stated it is a key component of this upgrade.
- Mr. Marchesani suggested having an arbitrary expiration where the program would send a notice to the owner of the link to see if it's still valid.
- Mr. Marchesani recommended using the Kepner-Tregoe decision matrix to help organize the decision making process regarding the web site.
- Ms. Hess shared her experience administering a web site. Ms. Hess went through every page on her web site, reworded, reordered, made it user friendly. Ms. Hess stated that it helps to have one or two people who understand how you want the site. Ms. Hess checked every link. They rebuilt the website, going to each department head to determine what was needed. Ms. Hess said to consider how friendly is it, how colloquial is it, does it need to be friendly.
- Ms. Hess said that understanding who is visiting the site and why will help when organizing the site.
- Mr. Marchesani suggested leveraging the City slogan, "Small Town Charm, Big Bright Future" into a search engine or a URL.
- Mr. Deaton suggested although every business in town cannot be listed on the City web site, every business in town could have a link to the City website on their web site.
- Mr. Deaton suggested area neighborhoods and civic associations have a link to the City Web site on their web pages. Ms. Taylor reported that staff is in the process of updating their HOA list of all property managers and HOA presidents. Mr. Marchesani stated that is a very efficient way to get the word out for disaster/emergency notifications.
- Mr. Marchesani suggested "Next Door". Ms. Taylor said they are ready to roll out Next Door. Staff is also looking into Instagram and Pinterest.

Ms. Taylor stressed that the focus of the information that's on the City website will be within the parameters of what the City wants to communicate. Using the feedback received on what a website should be today, it will clean, simple, not inundated by text, user friendly and organic. Ms. Taylor stated that they will ask whichever firm is selected to design the website, to hold a workshop prior to designing the website

	<u>TIME</u>	<u>INFO</u>	<u>DISCUSSION</u>	<u>ACTION</u>
VIII. NEW BUSINESS	7:00			X

Mr. Marchesani asked if the Board should be making an effort to find someone to fill the vacant seat on the Board. Mr. Kauffman said yes and the Board discussed networking and an ad in the newspaper. The Board discussed the desired qualifications:

- Someone with skills not currently represented on the Board
- Someone willing to do research
- Not necessarily a hardcore background in IT, but enthusiastic and willing to do work
- Someone familiar with mobility and apps

Ms. Taylor explained the process for advertising for a new Board Member. The City Clerk puts out a press release seeking volunteers. Also, the openings can be advertised on the City Facebook page. Ms. Taylor suggested reaching out to the Chamber of Commerce.

Mr. Marchesani asked that each member come up with a paragraph on what the Board is looking for and send the paragraph to Patrick Lippy. Mr. Lippy will put together a description for the press release and social media.

IX: NEXT MEETING	X
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Next meeting confirmed for Monday, **May 15, 2017**

X. ADJOURNMENT

Mr. Marchesani moved to adjourn, Ms. Hess seconded; meeting adjourned.

Respectfully submitted,

Nadine Chiaramonte,
Receptionist/Office Assistant

APPROVED

TECHNOLOGY ADVISORY BOARD:

Date: _____
AUTHENTICATED:

Jim Kauffman, Chairman