

Trustee Chairman, Melissa Augustine called the meeting for the purpose of a work session for presentations of website development vendor companies to order @ 12:00 p.m.

Roll-call: Trustee Augustine, Trustee Ascherl and Trustee Swedyk present.

Additional attendees: Sergeant M. Schroll, Suzanne Peterlin, Lynne Rotundo, and R. Pearl in the audience.

Virtual attendees: Jen Amburn, 3 residents (J. Larson, and Scott and Lisa Rushworth).

A. Mark Priebe, Proximity Marketing

- Digital marketing company
- 15 years website development, 27 years in business
- Deep history working with municipalities
- Local to Medina County
- Have already done a municipality website redesign: i.e., Medina County and Village of Lodi
- 60 - 90-day project timeline
- Cost of project = between \$5500 and \$7000
- Post launch edits will be billed in 15-minute increments at \$125 / hr.
- Monthly website care plans available ranging from \$100 to \$275 monthly.
- 5 FACTORS:
 - I. Local, invested in the community
 - II. Experienced digital marketing
 - Civic and municipal site experience
 - Stack-on easy view, multi-platform (phone, laptop, tablet)
 - Village of Lodi – not as heavy as our site, content-wise
 - Medina County – Navigation, “How do I?” section
 - III. Process driven
 - Collaborative approach
 - Meetings throughout the process
 - Proven timeline, 60 to 90-day project timeline
 - Budget based on time for site development
 - 6 Stage Process:
 - 1. Environment
 - 2. Research & Planning
 - 3. Design & Development (sub-page designs for Police & Fire mentioned)
 - 4. Testing & Quality Assurance Procedures
 - 5. Go-Live
 - 6. Post-Live
 - IV. Data driven
 - Google analytics (can get emailed to township people) – help to determine where people are “dropping off” in the website.
 - V. Support
 - Enjoy face-to-face meetings
 - Post-launch website training via Zoom
 - Website care maintenance plans
 - Ad-hoc Design & technical editing

New Website Features:

Mobile friendly, ADA Compliant, Google calendar-enabled, Easy to edit text and images, You-Tube channel enabled, user engagement measured.

Project Discussion Points, cont.:

- WordPress platform
- Zoom training within 1 week of site launch
- Support – technical and visual available
- User Guide provided – will consist of 3 to 4 pages on what to do, and what not to do.
- Includes 1 year of News Archive Content Migration.
- Revisions – 1 week after launch, no additional fee. After this, will be billed at post launch edit amount.
- Maintenance Plans: Backup Site, Security scans, Monitor and update ranges from \$100-\$275 per month.
- Forms & Zoning, Email signup for monthly newsletter.
- Will utilize Google Analytics.
- Can start within 1 week.
- Regarding different design ideas? – sites that are liked for visualization taken into consideration; Mr. Priebe will bring concepts to us.

B. Kevin Denee, Eye Deal Graphics

- Local, out of Wadsworth
- 20+ years in business with logo design, web design, print design, and sign design
- Have done a municipality before – Wadsworth Township
- Other website examples – Wayne County Board of Developmental Disabilities, and Action Management Services
- 101 hours project timeline (approx. 90 days)
- Cost of project = between \$10,125 and \$12,625
- Post launch edits will be billed in 15-minute increments at \$125 / hr.
- Have 2 edits built into cost.
- Project Scope Discussion
 - I. Mobile and ADA compliant, cross platform
 - II. Streamline
 - III. Fire & Police deserve to be separate subsets (“mini” home pages)
 - IV. WordPress is one of their primary platforms
 - V. Will build site to make the most frequently edited portions easy for us to edit.
 - VI. First, asks for our google analytics in advance for discovery meeting.
 - VII. They use Adobe XD – which is essentially, a fancy pdf. that feels like a website showing what the website will look like.
 - VIII. Live Proof Phase:
 - a. After building phase, link to website for testing site. This will be up for as long as we need it to be... usually 1 to 2 weeks.
 - IX. Website training before & after depending on what we need.
 - X. Google Search Console – health of website based on Google Analytics – this is an additional cost.

- XI. Maintenance: plug-ins, backups (1x per week for actual site), and updates – annual cost additional \$400 per year.
- XII. Turnaround to get started is 1 week.

C. Jeff Green, Ring the Gong

- Has true passion about what he and his company does
- Has been in business for over 10 years
- Has not done a website for a municipality before
- Mostly works with large companies and small business owners
- Refreshing websites and connect to social media
- Cost of project = \$3800
- Projected time frame for project: 45 days
- Unlimited revisions within first 45 days
- After this, revisions will be billed @ \$75 per hour.
- Revision turn-around time is same day, usually.
- Steps:
 1. Initial planning
 - A. Scope of project: meet in person to determine what the people/users want for the website.
 - B. Initial planning will take the longest.
 2. Wireframing
 - A. 3 different templates provided to Hinckley Township to choose from at no additional cost.
 3. Copy & Graphics
 - A. Once agreed on a final design, development of website will occur.
 4. Development & Testing
 5. Deployment & Optimization
 - A. Once site is ready for release to public, will go live on domain. During the 45 days post live, will perform bug fixing, plugins update to maintain security and reliability, and perform layout and content updates at Township's request.
- Will use WordPress, and utilize daily backups through WordPress
- Utilize Google Analytics
- For any 3rd party software "plugin", will be \$25 per month additional for backups
- Plugins will be \$300 per year
- "Showcase residents as much as you can". Mr. Green brought up social website option – Twitter, Instagram posts and updates – additional charge of \$75 per hour to do these posts and updates.
- Social Media Management will be an additional \$500 per month
- Discussed the possibility of putting Zoom Meetings on website – setup a chronological timeline for zoom videos on website, connect to Google Analytics, and maybe even a blog that would have to be maintained.
- Mr. Green has a team in India, so that there is 24-hour service, essentially. His team works while we are sleeping. Rahm is main guy that does a lot of the work for this company.
- Zoom tutorial for training purposes
- Examples of Ring the Gong websites developed: "be Instrumental", and "Pathway Toledo".

Since the purpose for this special meeting was for website presentations, Trustee Chairman Augustine made a motion to adjourn the meeting at 2:14 p.m., Seconded by Trustee Ascherl. Vote: Ascherl – Yes, Swedyk – Yes, Augustine - Yes.