



## WEBSITE REDESIGN AD HOC COMMITTEE MINUTES September 15, 2020

The Website Redesign Ad Hoc Committee meeting was held on Tuesday, September 15, 2020, and was called to order at 1:00 p.m. by Chair Isom in Clubhouse Four, followed by the Pledge of Allegiance.

### ROLL CALL

Present: Ms. J. Isom, Chair  
Ms. I. Heinrichs  
Mr. N. Massetti  
Ms. L. Stone  
Mr. W. Thompson (1:07)  
Ms. S. Hopewell, Ex-Officio

Also Present: Ms. P. Snowden, GRF Board Member, Mutual Two  
Mr. R. Ankeny, Executive Director  
Mr. D. Fabian, IT Supervisor  
Mr. M. Bruce, TinyFrog (Zoom)  
Mr. B. Lewis, TinyFrog (Zoom)  
Ms. L. Nolan, StormBrain (Zoom)  
Mr. B. Nolan, StormBrain (Zoom)  
Ms. T. Levesque, Yikes, Inc. (Zoom)  
Ms. M. Levesque, Yikes, Inc. (Zoom)  
Ms. K. Lukina, News Editor, Copywriter, Page Designer

GRF Board members who are not committee members will be allowed to comment when recognized by the Chair and only during the proscribed Foundation member comment period, not to exceed four minutes, as set forth in Policy 5610, Participation by Foundation Members. The minutes of today's committee meeting will be presented to the Board for approval following the approval of the committee meeting minutes in October 2020.

### CHAIR'S ANNOUNCEMENTS

Chair Isom greeted and welcomed everyone to the Website Redesign Ad Hoc Committee meeting and introduced Foundation members, guests and staff, including the Executive Director Randy Ankeny, IT Supervisor Daniel Fabian and News Editor, Copywriter, Page Designer Katya Lukina.

### Rules of Order

Chair Isom asked everyone to silence their cell phones, wait for their turn to speak and avoid side conversations.

### Chair's Report

Chair Isom had no report to present at the time of the meeting.

**SHAREHOLDER/MEMBER COMMENTS**

There were no comments made by shareholders/members at the time of the meeting.

**APPROVAL OF MINUTES**

The summary of April 22, 2020, informational Website Redesign Ad Hoc Committee meeting was approved as submitted.

**CORRESPONDENCE (N/A)**

**STAFF REPORTS**

IT Supervisor

The IT Supervisor spoke of the current LWSB website and shared the features he is looking for in a new website, including less text and more photos, more color and design elements, easy navigation, more prominent search bar, improved search functionality and mobile friendly. He also stated that one of the main goals is to have the new website designed for a primary audience – current residents, and target audience – others interested in the community.

The Committee also reviewed a demo website, designed and presented by the IT Supervisor.

Executive Director

The Executive Director commented on agenda items throughout the meeting.

**SUB-COMMITTEE REPORTS (N/A)**

**PRESIDENT'S COMMENTS**

President Hopewell commented on agenda items throughout the meeting.

**UNFINISHED BUSINESS (N/A)**

**NEW BUSINESS**

TinyFrog Proposal

The representatives of TinyFrog, a San Diego-based web development company, Mr. M. Bruce and Mr. B. Lewis, spoke of the website redesign proposal as presented, covering every phase of the project – design, development and strategy. Mr. Bruce stated that the project starts with assessment of design elements, style guide, core values, culture and images, and its compatibility with different devices.

Second stage involves running the website via WordPress, maintaining it, monitoring performance and speed, performing daily back up, continuously monitoring the website while meeting six-point security protocol, and offering WordPress training to IT staff. Mr. Lewis added that a workshop call would be scheduled to gather information necessary to pinpoint a target audience, and organizational and visitors' goals to logically proceed with a custom website development. The Committee also discussed the ADA website compliance, which was guaranteed and explained by TinyFrog representatives.

The presentation ended with Q&A session, and the cost breakdown.

#### StormBrain Proposal

The representatives of StormBrain, a San Diego-based digital agency, Ms. L. Nolan and Mr. B. Nolan, stated that when it comes to a website development, they focus on a brand strategy, web solutions and digital marketing. Ms. Nolan stated that the process of website redevelopment with StormBrain starts with a discovery session to lay out a groundwork for content mapping and infrastructure of a website, followed by presenting key elements such as calendar and search engine, including full training and testing before the launch period. In addition, Mr. Nolan stated that an updated website will be an asset to LWSB with the goal to showcase the lifestyle and value of the community.

The presentation ended with Q&A session, and the cost breakdown.

#### YIKES, Inc. Proposal

The representatives of YIKES, Inc., a Philadelphia-based web design and development agency, Ms. T. Levesque and Ms. M. Levesque, stated that their goals for a new LWSB website is to improve the experience of current residents and prospective buyers, clear design, improved engagement, easier navigation, enhanced search capability and the aligned front-end experience. Ms. M. Levesque stated that at Yikes the web development starts with a discovery meeting to develop a wire frame, followed by presenting design options and a building stage. She also mentioned that some of the new website techniques won't be compatible with older versions of Internet Explorer and recommended to refer to user analytics first.

Ms. M. Levesque also mentioned the use of organic search option engines that allow end users to customize the search.

The presentation ended with Q&A session, and the cost breakdown.

Chair Isom called for a break at 2:59 p.m. The meeting resumed at 3:18 p.m.

#### Proposal Discussion

The Committee discussed pros and cons of the above vendors and performed a cost comparison of their services. The informal votes of each Committee member, including the IT Supervisor, were distributed equally among the vendors. Following a discussion, the Committee concurred to have the IT Supervisor discuss presented proposals with web developers of the above companies and bring revised proposals to the next scheduled Committee meeting for review.

**GOVERNING DOCUMENTS (N/A)**

**ADJOURNMENT**

Chair Isom adjourned the meeting at 4:04 p.m.

A handwritten signature in black ink, appearing to read "Janet M. Isom", written over a horizontal line.

Janet Isom, Chair  
Website Redesign Ad Hoc Committee

KL 09/15/20