



MEMORANDUM

To: City of Menasha Common Council
From: Peggy Steeno, Administrative Services Director
Date: September 16, 2015
RE: Website Update and Submission of Photos for the New Website

As a follow-up to the presentation I provided at the Council Meeting on September 8, 2015, I am letting you know that we did not receive any comments or requests for changes regarding the 'Style Tile' that was presented at that meeting. As such, we have given our business partner, Revize, the go ahead to proceed with the draft design of the new home page, answering affirmatively to the questions of, "Does this combination of design choices feel like a good direction for the City of Menasha?" and "Does the 'Style Tile' evoke the correct tone that we want to present to our website visitors?".

As a reminder, to date we have completed the following:

- Initial analysis of the existing website,
- Citywide survey with regard to the current website as well as feedback on what should be included and highlighted in the new website,
- Design Questionnaire for the new website,
- On-site, pre-design meetings between Departments and Revize, and
- Approval of the 'Style Tile'.

The next step in the process, a draft design of the new home page and internal pages, is being worked on at this time.

In addition, as suggested at the September 8, 2015 Council meeting, there is a link to the following email address, cityofmenashaphotos@ci.menasha.wi.us, on the City's existing website, for community members to submit photos that they have that could potentially be used for the new website. It is important to note that the photos need to be high quality photos with no copyright restrictions. The link will remain active through October 16, 2015.

Please let me know if you have questions or would like additional information on the design of the new website. And, I will continue to keep you up to date on the progress of the new site.