



MEMORANDUM

To: City of Menasha Common Council

From: Peggy Steeno, Administrative Services Director

Date: January 27, 2016

RE: Website Update – Proceeding with Building/Creating New Website

As a follow-up to the presentation I provided at the Council Meeting on January 18, 2016, I am letting you know that we did not receive any comments or requests for changes regarding the draft homepage and interior page for the City's new website, that were presented at that meeting. As such, we have given our business partner, Revize, the go ahead to proceed with building/creating the new website, answering affirmatively to the following questions: (1) "Is the look and feel of the draft home page and draft interior page aesthetically pleasing?", (2) "Do choice of options (links) and navigation on the home page cover the needs of the City of Menasha and its website visitors?", (3) "Do the draft home page and the draft interior page evoke the correct tone that the City of Menasha would like to present to our website visitors?", and (4) "Are you able to support the draft pages as the basis for building the new website?"

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,
- Approval of the 'Style Tile', and
- Approval of the draft home page and draft interior page.

The next step in the process, building/creating the new website, is being worked on at this time.

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.