



MEMORANDUM

Date: February 11, 2010
To: IT Steering Committee
From: Greg Keil, Community Development Director
RE: City Website

Based on feedback from the real estate brokers marketing the city's residential and commercial properties as well as comments from other sources, the Community Development Department is recommending that the IT Steering Committee consider redevelopment of the city website. Our current site, although functional, is not designed to present the city from a marketing perspective. Our hope is that the website can be redesigned in a manner that is graphically pleasing, user-friendly, and functional as well as a useful economic and community development tool.

The following is a list of well-designed websites from communities of a similar size to Menasha. Please take some time to review the websites for the purposes of discussion:

- City of Stoughton: <http://www.ci.stoughton.wi.us>
- City of Beaver Dam: <http://www.cityofbeaverdam.com>
- City of Kaukauna: <http://www.cityofkaukauna.com>
- City of De Pere: <http://de-pere.org>
- Village of Ashwaubenon: <http://www.ashwaubenon.com>
- City of Cudahy: <http://www.cudahy-wi.gov>