

APPROVED

**GLENCOE PARK DISTRICT  
999 Green Bay Road  
Glencoe, Illinois 60022**

**COMMUNICATIONS COMMITTEE  
Tuesday, December 7, 2010**

**Roll Call** The meeting was called to order at 1:30 p.m. Present was Commissioner Bob Kimble (Chair). Also present were Sandra Pullara, Manager of Marketing Communications and Nancy Symonds, Executive Secretary.

**Approval of Meeting Minutes: December 9, 2009** The minutes of the December 9, 2009 meeting were approved as presented.

**Matters from the Public** There was no one present wishing to address the Committee.

**Website Redesign Project** Ms. Pullara began her review by stated the current website design has been in place since 2006 and since then the responsibility of managing the content has shifted to several people, which has caused the site to become less structured and difficult to navigate. Staff felt the website is in need of an overhaul, not only from a design perspective, but also from a content and usability standpoint. The current layout limits the display of descriptions and photos to highlight the District's programs and facilities.

Ms. Pullara continued by stating she has had input from staff asking them to provide feedback on design, usability, content, and prospective new features. Of importance in the website redesign were better navigation and dropdown menus and more detailed content to feature programs and facilities.

She sent proposals to firms and she had four responses to review. Staff was recommending Accuraty Solutions, Champaign, Illinois as staff felt this firm was able to accomplish the upgrades and changes the District desired. She indicated she will be able to do more of the changes in house.

After discussion, Mr. Kimble recommended at the next Board meeting the Board to approve the proposal submitted by Accuraty Solutions for the website design project at a cost of \$11,700 plus 10% for contingency costs.

**General Marketing Update** Ms. Pullara reviewed for the Committee the general marketing ideas for the upcoming season. She indicated once the website re-design has been accomplished, it will be easier to maintain the website.

**Other** There was no further business brought before the Committee at this time.

**Adjourn** There being no other business, the meeting adjourned at 2 p.m.

Sincerely,



Donald P. Van Arsdale  
Board Secretary