

Town of Westport
Website Redevelopment Steering Committee
Meeting Minutes

Date: Tuesday, July 25, 2017

Location: Town Hall (110 Myrtle Ave) Room 201

Meeting Facilitator: Eileen Zhang

Present: Jim Marpe, Rob Feakins, Randy Herberston, Jamie Klein, Kristin McKinney, Sara Harris, Eileen Francis, Miggs Burroughs, Carrie Makover; Eileen Zhang

Purpose: To Discuss Color Palette and Logo Process

The meeting was called to order at 6:35 p.m. The minutes of June 14, 2017 were approved.

The Committee reviewed the Granicus design that was approved at the last meeting. Eileen Zhang reviewed what direction we had given them and their revisions. Rob Feakins suggested that we review the design once again, from the top down which we did.

Discussion: Wording of Tabs. We will have 8-10 Curated pictures for the rotation. Reviewed the wording for the tabs: Town Events | Community Events | News | Social Media. We will add Instagram to our Social Media and set up an account.

The Community Events will link to the Trumba Calendar. We will keep using Trumba as it is for now, since people are used to it and it serves us well.

Big discussion about the tiles at the bottom of the page. We want them as described in the June 14th minutes, but decided that each tile should have drop-out type with the name of what the tile is about, but when the user hovers over the tile a small caption should be displayed underneath the tile. We need to be sure this will work on Mobile displays.

We reviewed the Colors presented in the Brand Book. It was noted that that Granicus has suggested we *not* consider Options 1, 2 and 8 because of contrast issues. The group reviewed the palettes, and chose #10 by consensus. #3 was also considered.

We then reviewed the 14 preliminary Logos that had been proposed in the Brand Book. It was decided that #1 and #5 were the best choices, and that #5 would be sent to Granicus as a Placeholder while these two choices were further refined. There was some discussion about using “Connecticut” and we may do that in some instances.

There was a brief discussion of scheduling but there are no firm dates yet. We will submit the final color choices and the logo placeholder to Granicus this Thursday and will get back to the Committee with the date of the next meeting and some idea of scheduling.

The meeting was adjourned at 7:55 p.m.

Submitted by Carrie Makover