

**Town of Westport  
Website Redevelopment Steering Committee  
Meeting Agenda**

**Date:** Thursday, Nov. 16, 2017 at 6 p.m.

**Location:** Town Hall, Room 212D

**Meeting Facilitator:** Eileen Zhang:

**Attending:** Jim Marpe, Sara Harris, Eileen Francis, Rob Feakins, Jennifer Fava, Randy Herberston, Jamie Klein, Eric Passero, Miggs Burroughs, Carrie Makover; Selina Levy, Eileen Zhang

The meeting was called to order at 6 p.m. and the July 25 minutes were approved by consensus.

Early discussion was focused on the size and location of the Logo area, and whether the word “Connecticut”

Although we had hoped to have a test video on the site for tonight’s meeting, that was not completed. However, we discussed the big banner photos, pictures, the search area, and the weather iconography and location.

**Mobile Version**

Rob Feakins noted he was not happy with the Mobile version looking at projected from Eileen’s computer. However, once he loaded the site in his iphone 6+ he thought it was better. He still had concerns as noted below:

1. Get rid of Connecticut
2. Get rid of the Language Selection tool--not needed up there
3. Take out the weather
4. Fix the search bar to be a static size, or just use the magnifying glass icon which will then expand to a larger “search” box that people can type into, or perhaps use voice search.

Rob also felt that the pictures should be made “deeper” and the text smaller for Mobile. The picture needs more space than the text box.

It was also noted that the phone color was different on Android v. iPhone, maybe because Apple makes it possible to click a phone number and have the phone call that number.

## **Mobile Events:**

Most liked the way the town events looked. There was concern about the Celebrate Westport events; looked to crowded. The date should be moved up to above the events. Eric suggested that we see if we can use a RSS feed and have Granicus format that similar to their events. If we need keep the Trumba format we should include a legend for the colors, and change the colors if necessary.

## **Tiles - Both Mobile and Desktop**

Rob and Randy suggested eliminating the drop shadows around the feature tiles (“button” ) and also eliminating the grey background; use a white background. Should be more of a “flat” design; the drop shadows are dated in feeling.

## **Subscribe Button**

In the Mobile version, the margins on the subscribe button are not equal. There’s a bigger margin on the left. That needs to be corrected so that it reads as a “button” that someone can press.

## **Timing**

Jim questioned when the site might be ready to launch, and how to introduce the new logo. Carrie said that it could not be ready before late spring, and that there thousands of files that had to be moved. We near the conclusion of the Design phase of the site, and next is completion of the site map, which should happen over the next few weeks. This will be a combined effort of Granicus and the town. We can perhaps get some extra help with completion of the site map.

## **Logo Design and Brand Book**

Randy reviewed the brand book. There was much discussion but no definitive conclusion on the Logo; we will continue to use A-1 for the present time, as a placeholder. Randy will finish up the Brand book and add colors and fonts for general use for town documents, marketing, etc; as well as the web.

## **Navigation**

We presented a basic Navigation structure which was considered OK. We added a few more stickies and Eileen, Carrie and Sara will refine. We will then complete the site map for the Basic Navigation Structure and Level One pages to give to Granicus while we continue to work on the Level Two Navigation and pages.

We adjourned at 7:30 p.m. The next meeting will be scheduled as needed.