

VILLAGE COUNCIL

MELANIE ROSE WHITE, *Mayor*

MICHAEL MEZEY, *Chairman*

BRUCE R. PIRNIE, *Vice Chairman*

ALFRED MULLER, M.D., *Secretary*

PAULA DURBIN, *Treasurer*

MICHAEL J. DORSEY, *Parliamentarian*

CAROLINA ZUMARAN-JONES, *Historian*

JULIAN P. MANSFIELD, *Village Manager*

VILLAGE OF FRIENDSHIP HEIGHTS

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APPROVED MINUTES PUBLIC SESSION

FRIENDSHIP HEIGHTS VILLAGE COUNCIL COMMUNICATIONS COMMITTEE

June 27, 2022

ATTENDEES:

Melanie Rose White, Mayor

Alfred Muller, M.D., Secretary

Carolina Zumaran-Jones, Historian

Julian Mansfield, Village Manager

Jason Goldstein, Assistant Village Manager

Avik Nandy, Website Consultant

CALL TO ORDER:

Dr. Muller called the meeting to order at 6:15 p.m.

WEBSITE:

The purpose of this meeting was for the members of the Council's Communications Committee to review the current status of the Village's revised website with Mr. Nandy, and to ask any questions for further revisions.

- **"What's New" page**
 - Ms. Zumaran-Jones stated the list of items on the page are too long and hard to read, with some of the items being too clunky. Asked for a revised format of the entire page for easier reading. Mr. Goldstein offered to send Mr. Nandy categories for this page to consolidate items.
 - Mr. Avik confirmed he will use similar calendar blocks for newer content, as on the home page, and then any older items can be collapsible.
 - Dr. Muller added the page needs further revisions and agrees with the inputs discussed.
- **"Village Council" page**
 - Mr. Mansfield requested to delete all older archives and Mr. Nandy confirmed, also adding we can add language prompting users to contact us if they would like to request any archived documents.

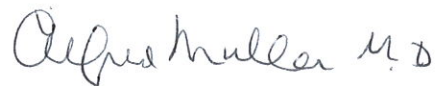
- **“About” page**
 - Mr. Zumaran-Jones requested more relevant and diverse photos for this page and throughout the website. She added, the Village is very diverse and its website should reflect that diversity.
 - Mr. Goldstein asked Mr. Nandy if he can reconfigure all PDF's to make them part of the actual webpage, where the user can scroll seamlessly through the page without having to navigate through sub-windows. Mr. Nandy agreed and confirmed.
 - Dr. Muller mentioned he would like to see more about the Village's history.
 - With the assistance of Mr. Mansfield and Mr. Goldstein, Mr. Nandy confirmed he will combine the two separated letters into one, add additional points on map (i.e. police field office, parks, buildings, etc.), replace black and white map with the new and enhanced map on the home page, and place a border around the Village map.
- **“Village Center” page**
 - Dr. Muller commented we need a more comprehensive photo gallery for this particular page showcasing the Center's diverse portfolio of services and activities. Mr. Mansfield and Mr. Goldstein will collect additional photos and have Mr. Nandy upload to the website accordingly.
 - Mr. Nandy requires more content related to the Village Center's rental policy and Mr. Goldstein will provide. Mr. Nandy will also adjust the fonts on the page.
- **“Parks” page**
 - Dr. Muller stated he would like to see the text larger on this page.
 - Mr. Goldstein added if it's possible to add a font-size toggle option on every page. Mr. Nandy confirmed and will implement.
- **“Volunteering” page**
 - Committee agreed the pictures are too large and we should incorporate more photos of volunteers on the page, including showcasing the Village's diversity and various activities/services (i.e. flu shots, lecturers, etc.).
 - Mr. Nandy agreed to revise the current PDF form to an online form and Mr. Mansfield/Mr. Goldstein will provide him with specific types of Volunteer positions to include in the online form.
- **“Government” page**
 - Mr. Nandy changed the picture to the current picture of the Council members.
 - Dr. Muller requested all staff member names and titles be put on the website. Per the guidance of Ms. Zumaran-Jones, the Committee agreed to add this information to the Village Center page. Mr. Mansfield/Mr. Goldstein will provide that information to Mr. Nandy.
- **“Services” page**
 - Mr. Nandy will add the sub-links to the page that matches those in the drop down menu at the top of each page.
- **“Permit” page**
 - Mr. Goldstein recommended placing a payment option on the Permit Page and the Committee agreed. Mr. Nandy will implement once receiving the payment account information from Mr. Mansfield/Mr. Goldstein.
- **“Visiting Nurse” page**
 - Mr. Nandy will change the picture once Mr. Mansfield/Mr. Goldstein provides a new one, as well as the format of text.
- **Additional Comments**

- Per the guidance of the Committee, Mr. Nandy deleted the COVID-19 Info from the drop-down menu on the top of each page, as well as removing it from the "What's New" drop down page as well.
- FAQ's need to be updated by Mr. Mansfield/Mr. Goldstein with additional information, such as what are the borders of the Village, what is the Village Council, etc.
- The Council was in unanimous agreement that the Village's website needs Google analytics to monitor user activity for each page. Mr. Goldstein to create an analytics account and provide to Mr. Nandy to set-up in the website.
- Committee agreed for Mr. Mansfield/Mr. Goldstein to take all new pics of the Village and use it on the website.
- Ms. Zumaran-Jones requested for all photo credits to be removed from each photo on the website.
- Committee recommended Mr. Nandy convert all PDF forms on the website to online forms (i.e. Volunteer page, permit page, etc.), and to also include a general contact form.
- Mr. Mansfield/Mr. Goldstein will review, update, add any relevant text to each page.
- Committee agreed the website should have a reminder feature added to the website. Mr. Nandy will research the best option and get back to Mr. Mansfield/Mr. Goldstein.
- Mr. Nandy will make a draft site link once all changes have been made so all attending parties can review and provide feedback before going live.

END OF MEETING:

With unanimous agreement, the meeting adjourned at 7:45 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Alfred Muller MD".

Alfred Muller, MD
Secretary