



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
MARKETING COMMITTEE MEETING
THURSDAY, APRIL 19, 2012 – 9:00 A.M.
WAUSAUKEE VILLAGE HALL – 428 HARRISON AVE. - WAUSAUKEE

Agenda

1. Call to order
2. Approve/amend agenda
3. Approve/amend minutes of March 22, 2012.
4. Election of Officers. Action required.
5. Public comment. No action required.
6. Discuss/consider current invoices and budget appropriations. Action, if any.
7. Discuss/consider quote from Elegant Seagulls for website redesign. Action, if any. (Attachment A)
8. Discuss/consider developing a tourism application (app) for tourism. Action, if any.
9. Discuss/consider changes to the Marinette County Visitor Guide. Action, if any.
10. Future agenda items
11. Next meeting date, place and time
12. Adjourn meeting

Note: Agenda items may not be considered and acted upon in the order listed.

Committee Members Receiving Agenda:

John Guarisco
Jim Brien
Phil Haag
Deva Bhatt
Melissa Wason
Nick Lakari

Copies Also Being Sent To:

Paul Putman, UWEX Educator
Erik Aleson, Asst. Parks Administrator
Mary Johns, Chamber Exec. Director
Jamie Darge, Tourism Director
Posting
Karen Widmar
County Clerk
Media
Ellen Sorensen, County Executive

IF YOU ARE AN INDIVIDUAL WITH A DISABILITY AND NEED A SPECIAL ACCOMMODATION WHILE ATTENDING THIS MEETING AS REQUIRED BY THE AMERICAN WITH DISABILITIES ACT, PLEASE NOTIFY COUNTY CLERK KATHY BRANDT, MARINETTE COUNTY COURTHOUSE (715-732-7406) AT LEAST 24 HOURS PRIOR TO THE MEETING IN ORDER TO MAKE SUITABLE ARRANGEMENTS. THANK YOU. (TDD# 715-732-7760)

QUOTE

elegantseagulls 

Attachment A

Real North

4/5/2012

ABOUT



At Elegant Seagulls, Inc (www.elegantseagulls.com) our goal is to create search engine optimized sites that are aesthetically pleasing as well as user friendly. By working closely with our clients to assess their preferences and overall vision, we are able to maximize efficiency and deliver competitively priced websites that are dynamic, creative, and professional.

Since our inception in 2005 we have worked with many large companies and organizations including Dr. Tim's Pet Food, Bell Memorial Hospital, Snowboarder Magazine, and V.I.O., Inc. We currently have over 100 active clients coast to coast.

In 2011 Elegant Seagulls was awarded the CSS Awards "Site of the Day". The CSS Awards is one of the most prestigious website galleries in the world and judged by a panel of international web design professionals.

Elegant Seagulls strives to be at the forefront of new and emerging web technologies and trends while focusing on usability and timeless design.

A stylized, handwritten signature in black ink, consisting of a large, looped initial 'B' followed by a horizontal line extending to the right.

PROCESS



Phase 1: Initial Concept

Elegant Seagulls consults with all clients to discuss the purpose and scope of their site. Items of interest include color palette, navigation, text placement, graphic content and features such as newsletters, video clips or animation.

Phase 2: Graphic Design

With information collected from the initial concept, Elegant Seagulls will create and present two unique layouts for client approval. Up to two revisions are allowed per proposal, and construction of a fully functional site will not begin until the client has formally approved a final design.

Phase 3: Text and Content

Clients will submit photos, text, logo, or other desired graphics to Elegant Seagulls for inclusion in the website. Original logo designs, photography and text production may be purchased separately from Elegant Seagulls.

Phase 4: Construction

Following design approval and submission of text and content, Elegant Seagulls will construct a functional website using XHTML and CSS coding. This construction phase will include front end functionality only (will not be synced with any type of back end system).

Phase 5: Preview and Fine Tuning

Clients will have the opportunity to preview the completed site on a staging server in order to proof read all content and make sure that the site is functioning properly. Any errors discovered in this phase will be corrected by Elegant Seagulls at no additional cost. Payment in full must be received by Elegant Seagulls prior to uploading the finished site for hosting and submitting URL to Google.

Estimated Project Timeline - 6-8 Weeks



DELIVERABLES



Phase One

Design

- Finalize and polish general home page layout
- One initial update based on current design followed by two rounds of revisions
- Develop wireframe to highlight new navigation structure and breakdown
- Internal layout concept based on home page design
- Internal layout includes one initial design followed by two rounds of revisions

PROJECT QUOTE: \$780

Phase Two

General

- Site construction
- Wordpress CMS integration
- Total number of pages similar to current site
- Drop down navigation
- Built in search
- New blog/news area
- Content integration
- Built for future growth
- 1 hour of Wordpress Training

WordPress CMS

A WordPress database driven content management system (CMS) will be added that allows clients to edit or update content with minimal programming experience via the online admin interface. The CMS will allow the client to manage their static pages and news/blog content from any computer with an internet connection.

WordPress will allow users to manage copy, links, files, and images. Additional pages can also be created and linked as drop downs from the main navigation. The only aspect of the site that would ever need to be manually updated by Elegant Seagulls is the primary navigation or site "shell".

Consistent Style

- Uniformity between pages, fonts, headers, positioning, etc.
- One core CSS page for consistent headlines, sub headings, content, links, ect (site-wide)

Layout and accessibility requirements

- Accessible to smart phone devices, including iPods
- Accessible to leading tablet technology such as iPad's
- Website cross browser compatible; IE, Firefox, Chrome, and Safari

DELIVERABLES



Included Website Interactions

- Social sharing with interconnectivity to Facebook and YouTube
- Newsletter sign-up (MailChimp or ConstantContact)
- Contact form
- "Share this" for blog/news content

SEO (Search Engine Optimization)

Site construction also includes Search Engine Optimization using Meta tags, ALT tags, keywords, and phrases to enhance the site's online visibility and ranking. Google Analytics will be set up, allowing the client to easily track website visitors.

Service Support

- Additional support and changes will be billed by the hour
- Client will be notified via email after each update or selection of updates has been completed
- Support will be attained through direct content with the Elegant Seagulls team

PROJECT QUOTE: \$2,400

1/3 due upon acceptance of proposal, remaining 2/3 due prior to final launch

SIGN

elegantseagulls 

Client Name(print)

Client Signature

Date

Elegant Seagulls Inc

Date