

**Board of Aldermen Committee Minutes**  
*Marketing*

Date: April 20, 2016

Chair: Matt Bloomer

Committee Members Present: Aldermen Etori, Larson

Others Present: Aldermen Allaire and Davis, Nate Gibson (Collaboration 133), Ruthellen Weston

The Chair convened the meeting at 6:00pm and gave the floor to Mr. Gibson, who then began presenting information with respect to the development of the new City website.

Throughout the course of the presentation, the group discussed topics such as the sitemap, organization of the website, the proposed content management system, an emergency feed and security/hacking concerns.

The group also reviewed two proposed designs and decided to use the version that included a "horizontal" navigation. The group had minimal feedback on the chosen design.

Mr. Gibson stated that the next step would be to re-arrange the last proposed sitemap to group items for use in the "mega menu" used with the horizontal navigation. Mr. Gibson planned to draft something and send it to the Marketing Committee chair for review.

The meeting adjourned at 7:01pm.

Respectfully Submitted,  
Matt Bloomer, Marketing Committee chair

\*\*Report for informational purposes only\*\*

