

Genoa Township Communication Advisory Committee  
June 23, 2022 6:30 p.m., virtual meeting

**MINUTES**

1. **Call to order:** The meeting was called to order at 6:41 p.m. by John Buckles.
2. **Roll call:** In attendance: Leslie Strader, Trustee Connie Goodman, John Buckles, Kit Carroll, Carolyn Greshemer, Matthew Haines. Absent: Janine Kupko, Eleanor Biddulph
3. **Approval of Minutes:** Kit motioned to approve, Matt seconded, all in favor.
4. **Gateway Ribbon Cutting:** Leslie reminded the group of their involvement in the gateway park development. The committee members are encouraged to attend the ribbon cutting on Saturday, June 25<sup>th</sup> at 10:00 a.m.
5. **Recognized dates/holidays/etc.:** In follow-up to the previous meeting when the group discussed recognition of date of significance, the committee will dedicate time in its next meeting to discuss this issue and prepare a recommended list that the Board of Trustees can discuss/adopt if they so choose. Leslie has reached out to peer communities and received a list of dates Hilliard recognizes.
6. **Website redesign visioning session:** Leslie described the design worksheet she needs to submit to the vendor that will include inspiration photos, peer website to emulate, and favorite wireframes.

Matthew described a best-practice for a 3-click rule for all content. Matthew described informational or communicative style.

Carolyn wants the new website to continue to convey open/transparent government with easily accessible links to all committee documents.

Matthew does not like movement and large-scale photos. He showed the New York City website as an example of easy navigation and functionality with minimal graphic design.

Kit suggested having side navigation and the use of an overlay with navigation on-top of a graphic design element using a “parallax” to achieve both graphic design and functionality simultaneously. Look and function need to be broad enough for everyone—not a young or old audience.

Create an alphabetical index/glossary of all content to help people who cannot manage to navigate through to what they are looking to find. Leslie discussed the “curated search feature” that will be used in the new site that will also help less tech savvy people.

Committee recommended changing the “About” tab “Community” which was a change Leslie could make during the meeting.

Parks facility rentals link is missing from parks and this omission was remedied during the meeting.

Eliminate the pop up about using the app.

The group discussed the duplication of work that occurs when headlines must be posted to social media, Nextdoor, website news page, subnavigation pages, etc. and which to streamline through automation with social media stream, blog, etc

Features the group liked from other community websites:

- Accessibility panel (Troy)
- Consider a “Forms” tab
- Website tour feature (so long as it does not pop up every visit)
- Provide Revize with compass graphic for design jumping off point.
- Bigger footer with favorite pages etc.
- Dark lettering on white background is easier to read and attracts the eye. Want to have the whole month visible on calendar and three callouts.
- Multi color fly out
- Largo logo reduces in size as you scroll
- Board Chair Vaughan has communicated to Leslie that she is okay with the website project timeline delays if it translates into a better functioning final product/website. She has had troubles getting to minutes and would like to remedy the issue.

Design worksheet:

- Wireframe 3 or 4 are the group’s favorites. The preference is for a large graphic pop but with an overlay of useful info/navigation. Would add the right-hand box from three on four.
- Style: the group is reluctant to name a style they like best. The title of each “Modern” “traditional” are loaded / misleading words.

7. **Adjourn:** The committee decided to meet again on July 14 to keep up the project’s momentum.

Kit motioned, Matt seconded, the motion was unanimously approved to adjourn at 8:00p.m.