Sierra Canyon Website Committee
Minutes from meeting of July 19, 2018

Members present: Karen (KC) Craner, Alice Yucht (Chair), Ginny Cassaza (BOD Liaison), Dennis O'Brien (FSR/Communications Coordinator)
Member absent: Teri McCready
Other attendees: Monica Rios (FSR/Community Manager), Dale Stephens (Board Member), Chippy Flynn (Board Member), Tom Hedger (Board Member), Steve Guderian (SC Resident)

Alice Yucht (AY) called the meeting to order at 3:30pm, and explained that this meeting was scheduled on short notice to address two overarching concerns raised at the July BOD meeting:

1. Immediate and Long-Term Priorities for Website
2. Status of the Website Committee

Included in the agenda and attached to this report:

- Must Have/Should Have/ Nice to Have requirements for original website proposal
- Outstanding Documentation Maintenance Requests from KC

Issue #1: Immediate and long-term priorities for website
AY reviewed/discussed the Must/Should/Nice to Have requirements from the original contract:

- MustHave: still needed: updated User Guides and FAQs.
- ShouldHave: still needed: advanced search capability for Resident Directory, archive of BOD and committee minutes, Glossary of Terms.
- NicetoHave: Discussion Forums already on website.

AY: based on requests from residents:

- Immediate priorities: upgrade Search Functions, especially for Resident Directory. Fix ReplybyEmail function for Group Admins. Publish "How to Search" guide. Clarify how to find Board / Governing Documents and current Budget statements.
- Long-term priorities: Online payment system for events and activities; classified ads.

KC: immediate priorities: need to update FAQs, User Guides, upload Board documents, fix ReplybyEmail function for Group Admins.
> *(Note from AY: Website Documents (FAQs, User Guides, etc.) and contact info lists are currently being revised and updated by KC.)*

Office Priorities for website
Dennis:

- Event Admins need ability to approve/publish their own items, rather than wait for the Office Manager to do so for them.
- Calendar: need printable calendar in month/week/day versions.
- ReplybyEmail function for Group Admins still not working. Group admins still confused about "three ways" to communicate with their members.
- Monitors email address needs to function for internal office procedures to work.
- Can wait until next development phase for Online Payment system.

Monica / Dennis:
The current Request list was generated by Janet and the office due to concerns re budget and support time. The items on that list were then prioritized by the office so that the costs could be spread out over several months.

GLITCH: The Monitors email address was redirected by AVEIR, FSR's 3rd-party Tech Support. According to Monica, AVEIR has been paying for the DNS registration at GoDaddy.
> *(Note from AY: The webmaster was not informed about this until after the fact, causing major problems with the positional email addresses associated with the website's URL.)*

AY: How/why is AVEIR paying for the DNS registration at GoDaddy? In May 2017 Alan Wild (former committee member) paid for the GoDaddy registration and gifted it to SCAN. He gave the receipt and account info to Kylee at that time. Neither the webmaster nor the committee knew anything about AVEIR's involvement in or access to the DNS registration until the problems with the monitors email account surfaced. The website and attached email accounts are hosted at A2, as per the webmaster. How/Why did a 3rd-party company get involved in changing the MX records for those email accounts?
> *(Note from AY: shouldn't the DNS registration at GoDaddy and the website hosting at A2 be paid via Sierra Canyon's credit card, rather than a 3rd-party vendor?)*

AY: Reminder: this website is by/for the residents of Sierra Canyon. Given the confusions about how/what is/needs to be done, we need to clarify the procedures for work orders. Who is in charge of telling the webmaster what to work on? How? Why? Since the committee has repeatedly been told that contractual details are not their responsibility, we need direction from the BOD in formulating an effective and efficient process to follow.

Dale: Where are all the archived Board documents? Shouldn't they be on the website by now? Wasn't everything supposed to be transferred to the new site by June 1?

Ginny: As of end of June we are 300% over budget on the website.
> *(Note from AY: HUH??? Where did that figure come from?)*

AY: Now that the website has moved from the development stage and is using the 'official' URL of sierracanyonreno.com, we are technically already in Phase 2. This would be a good time to survey the community to see what improvements they would like. The committee will work with Monica to develop a questionnaire to be sent out via Survey Monkey. No date set yet for survey to be sent out.

Issue #2: Status of the Website committee
AY to Ginny: I was blindsided at the last BOD meeting by Ray's comment that it's time to sunset the Website Committee. So I need to ask you: as the BOD liaison to this committee, where did that idea come from?
Ginny: I can't discuss this in a public meeting.
> *(Note from AY: WHY? Committee members are volunteers, not personnel.)*
Ginny: I had no idea that Ray was going to make that motion.

AY: Why is this issue being raised when the charter is for two years - which would take us to March 2019? And as we've just shown in our discussion today, there is still a lot of work that the committee is in the middle of doing for the website.

According to the Committee Charter:
> Purpose: The primary purpose of this committee is to work with a
> professional web-designer to ensure that the community's needs and

interests are reflected and maintained in a new and more user-friendly website for Sierra Canyon residents.

Responsibilities of the Committee:
1. *Recommend budget considerations for professional website design, development, maintenance and support of an interactive community website for Sierra Canyon residents.* *DONE*
2. Work with the Community Manager to develop a RFP for new website design and maintenance, review bids from professional web-designers and prepare a cost analysis of various web-platforms available. *DONE*
3. Recommend strategies for organizing the website content to make it most useable for our residents. *DONE*
4. Serve as ongoing liaison with the BOD and the community, ensuring that the SCA website is always responsive to the community's changing needs. *ONGOING.*

Term of Members: All Committee Members terms shall end at the annual meeting. For those Committee Members serving for a two (2) year term, then the end of their term will occur on the second consecutive annual meeting.

NOT IN CHARTER, but ongoing work being done NOW by committee members:
- Create and provide content information for inclusion on website
- Create and provide FAQs and user guides for residents
- Create and provide training on use of website for residents and Group Admins
- Respond to queries for help from residents

Monica: There is a disconnect with Janet (the webmaster).
AY: The committee is not responsible for contractual issues. The BOD and the office handle all vendor negotiations. The committee is responsible for website content and development, including future phases. So why would a BOD member recommend sunsetting the committee now, when the charter is for two years and we still have work to do?

KC: Perhaps Ray is uninformed about what is actually involved in developing a website, and so we need to provide a more detailed report to the BOD about what the committee is still doing re content and oversight of priorities. Management is responsible for fiduciary and budget issues; the committee is responsible for content.

Monica: The office gets much more community requests than committee. Dennis is spending almost all his time helping folks with the website. He needs to be involved with the website development.
AY: As committee chair I am also fielding "help" requests every day. The more tech-savvy residents use contact info on the website to request help; the less tech-savvy go to the office. Both avenues are valid.

Dennis: Get regular committee meetings back on calendar.

Ginny: Do we have too many hands in the cookie jar?
Ginny: Community survey is a good idea. Data collection: from committee or from office?
Dennis: Data collected must serve a purpose.
Monica: I will need to speak with the Budget committee re why the website is over budget.

AY: Recommendation and request: that the BOD work with both Management and the committee to set protocols for contact with vendor re all future tasks and enhancements. That process needs to be clarified ASAP.
Ginny: All communication should go through the office, not the committee.

Ginny: At next BOD meeting I plan to recommend dissolution of committee, because the office will now tell the webmaster what needs to be done. Original scope of work is complete, which means that website development is "done." The website is 300% over budget already. Phase 2 should be put on hold, and the committee's work is finished.

AY: The website is an evolving entity. Content development/evolution is a continuous process, as demonstrated by the list of items still not completed.
Tom: The website is done. We can have the new team start Phase 2 in a few months.
    (Note from AY: what new team??? And we are ALREADY in Phase 2.)
AY: So I guess the current committee should immediately cease doing anything for all of the action items we are currently working on.

Ginny: Perhaps the committee charter can be revised to meet future needs as part of a Communications committee.

Dale: Who is going to look at current needs for enhancements? Who is going to be responsible for evaluating what still needs to be done? If no committee, where is the community's voice?

Steve: If you're going to rewrite the charter, you've changed the scope of the purpose. In that case, the current committee may not continue. You will need to re-advertise for committee members.

Meeting adjourned at 4:45pm. No future meeting date set.

Respectfully submitted,
Alice Yucht, Website Committee Chair

Attachments:
- Original Proposal Requirements
- Outstanding Documentation Maintenance Requests from KC

Original Proposal Requirements:

Must Have
1. Multiple role capability (four expected roles):
   a. Visitor to public info, read only
   b. Logged in user who can provide certain content such as comments
   c. Group Administrators
   d. Super Admin
2. Visual Appeal: clean, uncluttered, easy to read
3. Responsive Web Design: functional and navigable on all platforms and devices
4. Simple, intuitive navigation scheme
5. Interactive Calendar that interfaces with Outlook, Yahoo, and Google calendar applications
6. SCA News alerts and notifications
7. Contact info for Aspen Lodge staff, SCA Board Members (not private)
8. Member directory (private to logged in users).
9. Website security (firewall) to minimize malware injection and discourage hacking
10. Site-wide search capability with access to the site map
11. Email hosting on the chosen hosting provider for the domain name accounts.
12. Training and Documentation (user guides) for staff and group administrators.

Should Have

1. Fast load time: Images should be made web ready and sized appropriately.
2. Logical content organization with easy access to:
   a. Current Sierra Canyon News and Information
   b. Calendar and Activities (Groups, fitness classes, events, etc.)
   c. Community Resources (local community resources outside of Sierra Canyon):
   d. Maps of Sierra Canyon, including village locations, trails, and so on
   e. Resident Information (documents, committee and Board meetings, etc.): This is PRIVATE content; users must be logged in.
3. Maximum of seven horizontal navigation links in Main Menu.
4. All links and dropdown lists open in new tabs/windows.
5. Simple sign-up system for joining groups, attending classes, events and activities.
6. Multiple internal links to same information so that information can be accessed from different locations on the website.
7. Inviting, friendly design, clearly branded as a Del Webb/Active Adult Community.
8. Scrolling or rotating advertisements located at top of page. Ideally these would disappear as user scrolls down (not sticky).
9. Member directory advanced search and export capability (Private Content).
10. Links to Somersett site and other community organizations.
11. Glossary of terms used for Sierra Canyon governance.

Nice to Have
- Survey Capability
- Social Media Links
- Week-at-a-Glance for Calendar
- Discussion Forum(s)
- Classified Ads
- Local/Area Maps
- Online Payment system (payment gateways) for events and activities

from KC: Outstanding Documentation Maintenance Requests

1. **Committee** pages: miscellaneous corrections and updates
2. **FAQ About Website** page
   Replace Frequently Asked Questions with revised versions:
   • Register
   • Search Directory
   • Join Groups
   • Reply by Email
3. **User Guides** page
   • Replace Exploring My Community procedure
   • Replace Joining Groups procedure
   • Replace Group Administrator Guide
   • Enter edits and corrections to page

Pending FAQ Page Maintenance Requests

1. Add FAQs for how to:
   1. Find website navigation chart
   2. Customize profile
   3. Change group email preferences
   4. Use forums
   5. Post a group message
   6. Find governing documents
   7. Find general documents
   8. Find the glossary of website terms
   9. Send a message to community management

   Reorganize FAQ list with subject headings for easier use and future expansion

Documentation in Progress

1. Replying by Email procedures for User Guide page
2. Using Forums procedures for User Guide page
3. Online payment system for events and activities
4. Incorporate changed procedures into compiled User Guide

Phase 2 Functionality

1. Resident directory advanced search and export ("Should Have")
2. Site map? ("Must Have," but Janet said websites aren't doing that much anymore…security issues)
3. Improve event and activity sign-up process (from "Should")
4. Glossary of terms used for Sierra Canyon governance?? (from "Should")
5. Online Payment system (payment gateways) for events and activities
6. Survey capability?? ("Nice to Have")
7. Update content: New/revised procedures and FAQs as necessary
8. Update content: Reno Tahoe Community Resources