

**FINANCE MEETING
COMMISSIONERS' HEARING ROOM
Wednesday, January 28, 2015, 1:30 pm**

Present: Commissioners Barbara Cross, Jim Hertzler and Gary Eichelberger; Larry Thomas, Chief Clerk; Sandy Moyle, Deputy Chief Clerk/Meetings Manager; Stephanie Phillips, Finance; Mark Adams and George Shickler, IMTO; Heather Ilgenfritz, Megan Silverstrim, and Chris Sechrist, Communications; Daniel Walmer, The Sentinel.

Chief Clerk Thomas welcomed everyone to the Finance meeting. The topic for discussion:

Website Redesign — Collaborative work done by Information Management Technology Office and the Communications Office. Discussion included improving the Website to make it more visually appealing and user friendly.

Information reviewed by the Communications Office stated the current website designed by CivicPlus and the County, was launched in 2007. The redesign is focused on improving navigation, images and social media sites to address the needs of the County.

IMTO reviewed the current look and view of the homepage and stated that the homepage is the main focus of change with a new look that will have more graphic appeal. The new homepage will feature the following:

- A section for popular links viewable at the bottom of the screen.
- More flexibility for administration to make changes as they want.
- The Spotlight section will display four different events vs only one.
- There will be a footer page.
- Left navigation bar has common place icons.
- Tools beside the search bar for users.

Commissioner Hertzler pointed out the Search Bar is more viewable compared to the current website. Mark showed the tools that are beside the search bar for users. Commissioner Eichelberger questioned what search engine is used for the County search bar.

Explanation was also provided regarding the Mega-menus, Government, Services, Community, and How Do I... sections. They also noted that a subpage is a specific department's webpage. They emphasized the viewing areas will consolidate to adjust to any electronic device being used, such as a smart phone or tablet.

Communications will take the lead role of the materials contained within the website. IMTO will train the Website Administrators responsible for editing their webpages. Departments using social media or requesting the use of it should contact IMTO and Communications. Chairman Cross asked who will be taking over the Media information and events that are flashed on the website so they do not linger too long. Heather indicated that will be the responsibility of the Communications Team to track. Commissioner Hertzler discussed the timeline of all the content on the website pages and suggested to keep departments on track to have current material posted. IMTO and Communications reiterated that it will be tracked constantly.

Commissioner Cross asked IMTO and Communications Team if they see viewers going to Facebook vs. using the County website. Megan Silverstrim explained that social media is to be used to redirect the viewer back to the website for more information.

Commissioner Hertzler suggested that there be an individual in each department to keep all the information up to date on a daily basis.

Commissioner Cross asked what the cost is for the upgrade. Mark Adams stated it is approximately \$24,000. Website training will take place in two weeks. Heather informed the Board that this presentation would be presented at the Department Head meeting next week.

Adjourned at 2:10.

Jennifer Crum,
Administrative Assistant