Saugerties Arts Commission 4/3/20

IN ATTAENDANCE: Barbara Bravo, Robert Langdon, Katie Cokinos, Beth Troxell, Isabel Soffer, Suzanne Bennett

JAN WALLEN'S PRESENTATION
- Jan offered presentation on website. Gave handout pre-meeting.
- Mobile site will be included
- Do not need an app to view mobile
- Handouts have a notes section. Add what you like and what you don't like about the sample website designs.
- Jan suggests another meeting be held before launching.
- Jan shared her screen with example websites
  - Example 1
    - Banner with rotating photographs or video
    - Statement in body, tabs at top
    - Visuals and graphics are important and more effective
  - Example 2 (bulletproofdogtraining.com used as example)
    - Video banner
    - Want site to load quickly and videos can take longer than still photographs to load
  - Example 3 (saugertiesartiststudiotour.com used as example
    - Sponsor list at bottom
    - Hover over top banner to access list (good for individual artist listing)
    - About page will have mission statement and info about in conversational tone. Top includes elevator speech that lists snapshot of goal and mission
    - Events calendar with link would be useful on every page
    - You don't want to crowd the bottom of every page with "stuff"
    - Example 4 (artsmidhudson.org)
      - Listed in calendar form. You can hover over event and receive addle info
  - Example 5 (sfartscommission.org)
    - Includes a button to add event personal calendar (thinking needed later and not immediately)
- Can build site with stills for now and videos added later
- Create list of features needed now and those added later
- Options of keeping fonts the same or different for a standout/stand alone message
- We want it easy for people to use the site on every device
- Want banner to make a first impression
- Self loading listing can be built in with SAC having listing approval
- need to let contributors know that listings need to be approved. Can be set up for email to go out when approved
- "Get involved" tab can be added with options (volunteer, donate etc)
- We would come back with what we liked and didn't like which will be followed by a detailed conversation about what goes on each individual page. We provide feedback and they create design based on our feedback.
- We can provide designs and they would integrate it as best they can
- 203-545-6104 call Jan with any questions

SAC BOARD
- Jan excused herself so we could discuss
- SF Arts commission website is a good example. We can look at their wish list and compare with ours
- Isabel would like to see something a little more modern and streamlined. Brittany has a better design sense. What about Brittany doing the design and Jan implementing it?
- Barbara suggests conveying Brittany's design aesthetic to Jan instead
- Suggested that landing page should go out to provide a presence and support to the community
- We don't have the capability of posting events on website but we can via social media
- Virtual events are the current and future and we should be responding to that need
- Jan's rates: $2000 based on original wish list that included design that we could maintain ourselves
- "Arts Commission 2020 Town Budget" is in google doc. Also a document about the website
- Can we negotiate with Jan? As we progress we can offer additional payments

- Isabel will send around examples of websites that Brittany has done. Barbara had sent out a list after meeting in February
- Should we be offering ourselves as a clearinghouse for artists during these times?
- Can we get together and offer links that will help artists?
- Town can't host the site. We need a hosting package
- Barbara has checked with the IT company that works with the town, they can do a landing design but can't host it because we don't have a contract with a hosting company.
- Barbara believes that we would waste a large amount of money on a landing page
- Isabel will check on host package pricing with Godaddy
- Meet in 2 weeks and discuss the wish list APRIL 20th 10am via ZOOM