MINUTES OF THE WORKSHOP MEETING OF THE
BOARD OF DIRECTORS OF THE
VISTA IRRIGATION DISTRICT

November 3, 2015

A workshop of the Board of Directors of the Vista Irrigation District was held on Tuesday, November 3, 2015, at the offices of the District, 1391 Engineer Street, Vista, California.

1.   **CALL TO ORDER**

The meeting was called to order at 9:08 a.m.

2.   **ROLL CALL**

Directors present: Miller, Vasquez, Dorey, Reznicek, and MacKenzie

Staff present: Roy Coox, General Manager; Lisa Soto, Secretary of the Board; Eldon Boone, Assistant General Manager; Brett Hodgkiss, Administrative Services Manager; Ramae Ogilvie, Administrative Secretary; Marlene Kelleher, Finance Manager; and Marian Schmidt, Assistant Board Secretary.

Other attendees: Sloane Dell'Orto and Steve Worth of Digital Deployment.

3.   **APPROVAL OF THE AGENDA**

There were no changes made to the agenda.

4.   **PUBLIC COMMENT TIME**

There were no members of the public present.

5.   **DISTRICT WEBSITE**

See staff report attached hereto.

General Manager Roy Coox said that updating the District's website is something the Board and staff has wanted to do for a long time, and he was pleased to begin the process with this workshop. Mr. Coox said that staff formed a committee headed by Administrative Services Manager Brett Hodgkiss, which included himself, Administrative Secretary Ramae Ogilvie, IT Supervisor Michael Hamilton, and Finance Manager Marlene Kelleher. Mr. Coox said that a Request for Proposals (RFP) was issued, and the Committee interviewed consultants and selected Digital Deployment. Mr. Coox said that the committee members will all be involved in implementing the Board's direction in the project.

Mr. Hodgkiss said that some of the Board members may already be familiar with Digital Deployment, through their affiliation with the California Special Districts Association (CSDA). Mr. Hodgkiss said that Streamline is the content management solution platform offered by Digital Deployment. Mr. Hodgkiss said that this product is flexible and will allow District staff to update and change website pages easily and without computer programming knowledge.

Mr. Hodgkiss introduced Digital Deployment Project Manager Sloan Dell'Orto, and Web Designer Steve Worth. Ms. Dell'Orto provided some background about the Streamline product. Director Reznicek said that he saw a presentation by Digital Deployment at the recent CSDA Conference about the Streamline product, and he was quite impressed. The Board introduced themselves, each stating what they hope to see in the new website and why they believe the project is important. The common thread was that the current website is built on outdated technology and is difficult for the end-user to navigate. Director Reznicek said he would like the website to make it easier for the public to access the appropriate person at the District, and provide better information about what the District is and what it does.

President MacKenzie said that she wants the website to be customer-friendly and intuitive. She said that technical information should also be easily found by people in the water industry who need it. Director Miller said that the District's website should make it easy for customers to find information about current relevant topics such as conservation requirements or options for paying one's bill. Director Miller said the website should be simple and flexible.

Director Dorey said that the website should provide the ability to collect data about who is visiting the site and what pages are most frequently visited so the District can tailor its site accordingly. Director Dorey said that he believes the District's website should be a local news source about the District's water, and the customer's needs should be at the heart of the website design.

President MacKenzie said that the fact that Streamline is completely manageable by staff is important. She commented that the Streamline platform is designed to follow the tenets of the CSDA Transparency Certification which is also very important. President MacKenzie said the District's website should make it easy for a member of the public to know who the key people in the organization are, and how to contact them.

Mr. Worth said that the Streamline product is designed to address all of the design concerns expressed by the Board. He said that the next consideration is how to communicate who the District is, and what makes it different from other water agencies. Mr. Coox said that in the future, the District may be inclined to use social media as a means of outreach for its customers. The Board discussed social media and what design considerations should be made now for that possibility. Ms. Dell'Orto said that the Streamline product will work with social media. She suggested that the website be considered the District's information hub, and social media as a means of bringing readers to the site.

Ms. Dell'Orto shared some examples of websites that effectively communicate a District's identity and values. She commented that a lot can be conveyed just by the language used on the site, and how the site is organized. To learn more about the District, she asked the Board to share what inspired them to serve as Board members. The Board members each responded, with the common thread being the quality of people at the District, the harmonious relationship between the Board and staff, and the family-like atmosphere.

Ms. Dell'Orto reviewed the analytics of the current website, stating that the most visited page is the homepage, then the customer bill payment page, and then the employment page. Director Dorey commented that information on the website about outages would be a useful feature for customers. The Board discussed the difference between scheduled outages and unplanned outages. The Board indicated an interest in having information about water outages, both planned and unplanned, on the website.

The Board discussed features that it likes and dislikes about other websites. The Board liked the idea of having three or four big boxes near the top of the homepage for "hot topics" that can quickly take the customer where he/she needs to go. The Board was open to having a "carousel" with user-controls and pictures that lead to information via a "read more" button. The Board talked about having quick links along the left-hand side of the homepage.

The subject of the District's domain name came up, and the difficulties it has presented over the years because of the hyphen, the number "2", and the letter "o". Mr. Coox said that staff has researched alternate domain names, and is prepared to suggest "vidwater.org" as a solution. The Board liked the idea and directed staff to pursue making this change.

The Board discussed the possible use of icons alongside, or in place of words. The Board indicated a preference to use only universally accepted icons where appropriate. The Board expressed a desire to accommodate its Spanish speaking public by providing bi-lingual documents and information on the website. The Board discussed the insertion of factoids where appropriate to share interesting and useful information. The Board was in agreement that it does not want to use pop-ups as a means of high-lighting information. The Board asked that adequate white space be provided to allow for scrolling on a tablet.

Ms. Dell'Orto thanked the Board for its input, adding that she and Mr. Worth would have a couple of website designs ready for review in a few weeks based on the feedback the Board provided. She said that the Board will have the opportunity to choose from two very different designs and request changes if desired. After revisions are made, the design will be brought back for final approval. Implementation will then follow.

6.   ADJOURNMENT

President MacKenzie adjourned the workshop at 12:05 p.m.

Jo MacKenzie, President

ATTEST:

Lisa R. Soto, Secretary
Board of Directors
VISTA IRRIGATION DISTRICT

VID VISTA IRRIGATION DISTRICT	Agenda Item: 5
	Meeting Date: November 3, 2015
	Prepared By: Brett Hodgkiss
	Reviewed By: Eldon Boone
STAFF REPORT	**Approved By:** Roy Coox

SUBJECT: DISTRICT WEBSITE

RECOMMENDATION: Provide input regarding the desired look, feel and functionality of the District's new website.

PRIOR BOARD ACTION: On February 4, 2015, the Board authorized staff to move forward with the website design and development project and issue a request for proposal.

FISCAL IMPACT: The website design consulting effort will cost $23,100.

SUMMARY: The District issued a request for proposal for website design and development services; seven (7) consultants submitted proposals for this project. The project team evaluated each proposal based on qualifications, related experience, knowledge of systems and solutions (including content management tools), and cost. Four (4) finalists (Digital Deployment, ezSite, Drupal Geeks and Squarelines) were selected to participate in an interview process, which included a demonstration of their proposed content management solutions.

Based on the results of the selection process, Digital Deployment was chosen to design and implement a new website for the District. Digital Deployment was selected over the other finalists based on their qualifications, experience and knowledge of systems and solutions that best fit the District's business needs. Digital Deployment's content management solution (Streamline) is specifically designed for special districts and will allow District staff to easily update website pages without computer programming knowledge.

DETAILED REPORT: The scope of work for the website design and development project includes a workshop with the Board, which provides the consultant with an opportunity to receive input from Directors regarding the desired look, feel and functionality of the new website. The Board's input will be used to guide the development of the new website. Sloane Dell'Orto, project manager for Digital Deployment, will lead this interactive workshop.