Cameron Station Communications Committee
Meeting Minutes
January 20, 2014

Members Present: Cheri Avila, Kimberly Dillon, Donna Gathers, Bill Love, Barbara Martinez
Non-member present: Lori Young
Absent: Pat Sugrue

Call to Order
Meeting was called to order at 7:45pm

Previous Meeting Minutes
Motion to approve November 2013 minutes- Cheri Avila, 2nd- Kimberly Dillon.

Website
Home page (Attachment 1)- The Committee agreed upon the home page mock up presented by Kimberly Dillon with the following changes: making all the pictures normal color and making the text box change color upon mouse-over.
- The Committee decided to keep the label “Our City” on the home page and will add a link to elections (how to register to vote and where and when to vote- http://www.alexandriava.gov/Elections) in the 2nd tier of that label.
2nd Tier (Attachment 2)- the Committee agreed on the 2nd choice (the option which has only the picture across the top as opposed to in the background). The picture will change with the seasons.
- Any follow-on tiers will display the same picture as the 2nd tier.
- The Committee decided to add links to pool information or snow removal (based on the season) in the “About” and “Our Neighborhood” 2nd tier. These two topics were selected based on a Google Analytics query of the top-viewed sites on the current Cameron Station website.
- Someone will have to provide 2nd tier write-ups for each tab/hyperlink internal to the website.
Breadcrumbs- the Committee decided against placing Breadcrumbs on the new webpages.
Login- The hyperlink “Login” needs to change to “Logout” after logging in. On the current version of the website, it does not.
Civic Association- Ensure the spelling of Civic Association on the webpages matches the spelling on the flow chart (Attachment 3).
Quote- Kimberly Dillon will send Terrance Wright the Flowchart and 1st and 2nd tier of the proposed website the Committee agreed upon to receive a cost quote for him to build the site as a content managed system.

Current News
Donna Gathers wrote Terrance Wright to determine user roles for the current website. After receiving Terrance Wright’s response, the Committee will make a recommendation, if necessary, on how to update “Current News”.

New Member
Motion to recommend to the Board Lori Young’s acceptance to serve as a voting member of the Communications Committee- motion to approve- Bill Love, 2nd- Kimberly Dillon.

Adjournment
The meeting was adjourned at 8:50pm.