Mr. Malecki,

On behalf of the Web-a-teers, thank you very much for taking time out of your busy schedule to speak with us. The Web-a-teers are excited to get started on this project. The project is a website for Pleasant Hills Volunteer Fire Company. We envision it working best as a single page, but it will feature all of the desired information in a clean and un-cluttered layout, and it will be easy for viewers to navigate up and down the page. Here are the details we discussed with you:

- Target launch date: October 2nd, 2014.

- No flash

- No desire for a logo

- Fully responsive website accommodating all screen sizes from mobile through desktop

- Images and text for the site will be provided by the client

- Primary focus of the project: to educate.

- Important goals to communicate to the audience:

- Provide accurate and useful safety information.

- Safety info is for both children and adults.

- Provide emergency information, such as a contact number and contact link.

- Urge viewers to volunteer.

- Urge viewers to donate/fund the company.

- Provide external emergency links

- Intended audience: General. Appealing to children through the elderly.

- The look and feel of the website: Incorporate the colors of fire trucks: red, black, and gold.

Attached is our formal cost and time estimate.

As soon as you approve the estimate, Miranda will begin designing the website, Kris will begin researching website criteria, and I will begin gathering resources.

If you have any additional questions, please feel free to contact me. I look forward to hearing from you.

Regards,

Brandon Boomhower