

Quotes, Discussions, Info: Contents of the Following Pages

5/1/2020

This document includes information, emails, quotes and proposals for the four web site developers that we communicated with.

Contents are as follows:

- **Carnevale Design**
 - A list of web sites built by Carnevale Design
 - Email where Paul explains his technical recommendations
- A profile of Paul Carnevale and his business
- **Beyond Design** - Proposal and Quote”
- **Web Savvy** - Info , discussion and Quote
- **Basic Website Design** - Info and email withdrawing



We provide web services to small businesses and nonprofits.

Some Local Carnevale Design Sites

<https://www.flyinggoose.com/>
<https://www.mbfisherlaw.com/#areas>
<https://www.mjworklaw.com/>
<https://echocominc.com/>
<https://mountroyalacademy.com/>
<https://ausbonsargent.org/>
<https://bhgmilestone.com/>
<https://lyonbrook.com/>
<https://www.saintjosephcathedralcemetery.org/>

Profile of Carnevale Designs and Paul Jr.

<https://www.nhbsr.org/blog/2016/09/member-feature-carnevale-design>

Hi Anne.

The site will need to be powered by a content management system since one of the requirements you outlined is for the ability for non-technical users to be able to update certain content throughout the site. After looking through all of the other information you provided, the content management system I highly recommend for this project is Grav (<http://getgrav.org/>). Grav is simple, very fast, and user friendly.

Attached to this email is a proposal to provide Perkins Pond Association with a content management website powered by Grav. I have developed this proposal with Phase 2 in mind where further, more complex functionality will be implemented.

A quick note about mailings, however: We cannot provide mass mailing functionality from the website itself. Basic email functionality, such as password resets, will not be an issue. However, to ensure the efficiency and delivery of mass mailings, we highly suggest using a platform such as MailChimp (<https://mailchimp.com/>). We can even integrate MailChimp into the website so that when members are signed up, their email address is automatically subscribed to a designated list within MailChimp.

Thanks much, Anne.

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Paul Carnevale Jr.
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<https://www.nhbsr.org/blog/2016/09/member-feature-carnevale-design>

MEMBER FEATURE: CARNEVALE DESIGN

Thursday, September 22, 2016 - 1:39pm

Member Feature: A conversation with Paul Carnevale, Jr., Carnevale Design

We sat down with Paul Carnevale Jr. from Carnevale Design recently to discuss not only the NHBSR website, but also to learn more about the company's background, how he first connected with NHBSR, and his own interest in nonprofit organizations.



Let's start by introducing Paul and Paul—Paul Sr. and Paul Jr that is- the father-son team behind **Paul Carnevale Computer Help** (pcchelp.com) and **Carnevale Design** (carnevaldesign.com). Paul Sr., a computer programmer since 1980, started his computer consultation business in 1996. As the availability of the internet increased for residential and business use in the mid 1990's, clients started to ask Paul Sr. about building them a website.

These were very early days of the web, but Paul Jr., who was in 6th grade at the time, was excited to research and learn more about this incredible new medium for communication. By the time he is was in 8th grade, at only 15 years old, the demand for websites increased significantly and Paul Jr dove in and began to create these first generation websites for local organizations. He shares that it was an awesome feeling to think about creating something the whole world could see.

Paul Sr. created Carnevale Design's first nonprofit website for a large nonprofit organization in Sunapee, NH. His work with the organization opened doors to conversations with other nonprofits. Paul Jr. stepped in and began working with these organizations to provide them with an online presence. It's clear from talking with Paul Jr. that he has a true passion for nonprofits and their work and gets excited about providing solutions for these organizations that have meaningful causes. Less you think Paul Jr. only focuses on nonprofits- please know he has a variety of organizations and businesses he works with.

When Paul Jr. finished high school the plan had been for him to join his father with the consulting side of business. At that point though, the interest and demand for web related work increased significantly and so Paul Jr dedicated his efforts entirely to web work. Not only did

Paul Jr. celebrate his graduation, but a month after graduation he and his high school sweetheart celebrated again by getting married. Today they have three children, ages 13, 11, and 8.

When I asked him what it's like working with and for his dad since 6th grade Paul Jr. answers that it's been great. He grew up seeing his father working alongside his grandfather, who ran a garage, and says they set a good example of how working together it is done. His father, Paul Sr., has been working since age 10 with his father—and at one point was known as the fastest tire changer around! It's clear entrepreneurship runs in the Carnevale family. As one of nine children, half of which operate their own businesses, making the transition from working with his father to working for himself wasn't such a stretch for Paul Sr.

Since 2005 content management systems made it possible to create websites and content easier and faster than before, allowing clients to have the ability to manage their own content. Paul Jr. has seen demand for design for mobile devices be dominant since 2010. Paul Jr. prefers open source software to provide flexible and affordable solutions for his clients. Recently, he has used the October content management system to provide clients with web sites and applications they can manage themselves, without the cost of licensing fees.

Carnevale Design has been a member of NHBSR since 2011, when Michelle came on board at the Executive Director. At the time Carnevale Design also became sponsors of the NHBSR website and helped move the site to a new platform powered by the Drupal content management framework, which allowed for more content management by NHBSR staff. We can say that it's been terrific working with Paul Jr. during this time and are excited about what new solutions may unfold moving forward as we consider a new look ourselves.

While just a team of two, it is clear to us that Paul Sr. and Paul Jr. are a small but mighty team, offering professionalism with the benefit of a personal relationship and always knowing who you will be working with. Paul is excited to see what new technologies will develop that will work across platforms and particularly mobile solutions. They pride themselves on providing affordable solutions for clients and welcome the chance to speak with anyone who might have the technology needs they can help with.

Please say hello when you see Paul Sr. and Paul Jr. and thank them for their support of NHBSR and our website! We are immensely grateful to have their expertise keeping us visible online.

Paul Jr. welcomes the chance to talk with anyone who may have questions. He can be reached at pauljr@carnevaledesign.com, or 603 558-3639. www.carnevaledesign.com.

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PROJECT PROPOSAL

Date: April 23, 2020

Client: Perkins Pond Protective Association (PPPA)

Project: Develop Website

Develop a website that supports the PPPA Mission and allow for ease of updating. Will consist of approximately 7-15 pages as presented in supplied outline. Minimal SEO, Analytics, and Mobile-friendly. Estimate includes helping to set up hosting, layout of overall look, and setting up pages with supplied copy and photos. Beyond Design will provide an hour of training to show how the site works and how to update.

\$1500.00-\$1800.00*

*All copy and photos will be supplied by client.

Option: Recreating logo including redrawing illustration and adding type to create a high resolution image for future use. \$150.00

**Future Expansion: In order to do the list of things you mentioned like manage member lists, dues payments, mailings and financial transactions this would mean developing a more elaborate Content Management System. You are really talking about data base management and it can get expensive.

If you wanted to develop the ability to send email announcements you can use something like Mail Chimp but as far as the other things you mentioned I have never seen it work well without custom coding; plus putting your financials on a website leaves them vulnerable to hacking. So when you get to this phase you really need to start thinking about what you want your member site to do and why. It will also need more secure webhosting (more expensive) then what the first phase may need.

TERMS: \$500.00 deposit before work begins. Balance due upon launch of site.

Hi Anne,

Thanks for contacting us. Your project sounds like something I'd be very interested in. When I lived in Enfield, I was a member of the Crystal Lake association and now I live in Eastman. I really value what these groups do to protect our lakes. Plus, I am a kayaker and I know how important it is to keep milfoil from spreading.

We build our websites now using WordPress which allows for future expansion and is pretty easy for a non-technical person to edit content.

Demo Video of Updating

Karen made to show how non-technical person would make changes.

I think editing bits of the site will be easy for anyone to do. I did a quick video to show you:

<https://www.loom.com/share/cf0695eb997d49f3b073399ed436d8a0>

From Karen at Web Savy Studios:

Hi Anne,

Great job on paring things down. It looks like your site would include the following pages:

HOME

ABOUT

NEWS

MEMBERSHIP

*STEWARDSHIP - *this looks to actually be 4 pages that would be in a drop down menu from the main menu:

About the Pond

Weed Watchers

Water Testing

What you can do

WATER CARNIVAL

?PARTNERS & RESOURCES - since this is only three links, this info could possibly live elsewhere on your side, such as the footer

We will incorporate photos (with or without captions) into the site so it is visually interesting and pleasing for your site visitors. This will be especially nice in areas that are copy heavy. As I mentioned, we include optimizing photos for the web as well as color correction and other minor Photoshop work. It looks like you have some nice photos to use, so that's a plus

....

When we talked about advantages of using WordPress vs something like Wix, I forgot an important point. You will own the website that we build for you, but that is not the case for Wix or Squarespace etc. If they fold, you are left with nothing. And if you have problems, good luck getting help.

To build a WordPress site for your organization my estimate is landing around \$3000-3500 which I realize is above your budget. Before proceeding with a formal proposal, which is time-consuming, I'd like to know if this is possible for your organization to approve. Let me know if I can answer any questions and then we will determine next steps.

Karen

WebSavvy Studio

Affordable Websites for Small Businesses... Like Yours!

Our prices start at just \$399 for a complete 4 page website.

Additional pages are \$99 each.

Mobile-friendly website with up to 4 pages of text and images with a Contact form

Located in Warner NH
Bruce's other job is building modular houses

He uses templates from "Pixelarity"
Uses MS Expressions editor "because it's cheaper"

<https://basicwebsitedesigns.com/>

"Basic Website Designs" basicwebsitedesigns@tds.net

From: "Basic Website Designs" <basicwebsitedesigns@tds.net>

To: "Anne VanTine" <vantine@vantine.net>

Subject: Re: Perkins Pond web site

Date: Fri, 17 Apr 2020

Dear Anne,

I appreciate your interest in Basic Website Designs.

After reviewing your notes I feel that I am not the right designer for your project.

Your design requirements are very specific and cannot be met through the use of a template. Therefore, I feel that you will be better-served by using a designer who can create a website from the ground up.

Thank you for the opportunity to be considered for this project.

Regards,

Bruce