

PerkinsPond.org The PPPA Web Site

Web Site Committee Recommendation
June 27, 2020

Slide 1 Title



Website Committee Members

Co-chairs:

Margaret Marder
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Members:

Rob Evans
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Slide 2 Committee

Agenda

- Benefits of a PPPA web site
- A Simple web site tailored to PPPA needs
- Selection Process
- Cost and Choices
- Motion to Accept Recommendation



Slide 3 Agenda

Benefits of a PPPA Web Site

- Supports the PPPA mission
- Timely information always available
 - How much are dues and how do I pay?
 - Is this weed invasive? Who do I ask?
 - When is the next meeting?
 - Who can I talk to about volunteering?
 - What do the ByLaws and Mission say?



Slide 4 Benefits

The PPPA Mission

- To actively monitor, protect, and enhance the viability of Perkins Pond and its watershed.

Through:

- Collaboration with local, state and federal organizations
- Providing educational resources
- Encouraging a sense of community



Slide 5 Mission

Communication of the Mission

- The Web site supports the Mission
 - A web site gives an organization credibility
 - The first place people look for information about the organization
 - Creates awareness of PPPA activities to a wider group
 - Increases feelings of ownership and stewardship
 - Shows pride in our pond and why we care about it so much



Slide 6 Benefits

Accessible Information Supports Mission

- Supports Water Quality
 - Increases attention to water quality
 - Weed watcher contacts, invasive plant photos
- Recruit Members, Volunteers, Officers
 - Show opportunities and make it easy to get involved
 - Encourage dues payment and donations.
 - Make it easy to get on PPPA email list
- Collaboration with other organizations:
 - A more professional image for approaching or negotiating
 - Project information is accessible to potential collaborators



Slide 7 Benefits

Accurate Information Supports Mission

- Improving Educational Resources
 - Provide rules and norms to renters and new owners
 - Information about the pond
 - Watershed land management
- Sense of community
 - Publicize volunteer opportunities and successes
 - Announce meeting times and places
 - Describe project goals and results
 - Anyone can look up information



Slide 8 Benefits

A Simple Site Tailored to PPPA Needs

- A simple web site that mostly provides information.
- Only PPPA-specific requirements were added:
 - Easy way for non-technical users to update names, calendars. will avoid delays and charges
 - The site will be mobile friendly
 - Easy to pay dues, get on email list, see memorabilia
- Designed so more complex functions can be added in the future



Slide 9 Simple Site

Overall Process

- Analyzed neighboring water body web sites
 - Assessed PPPA relevance of features seen
- Selected: Content, Requirements, Technologies
- Evaluated proposals from four web developers.
- Interviewed each developer.
- Selected Carnevale Design as having the best fit with our needs and resources.



Slide 10 Planning

Why Carnevale Design?

- 20 years of web development expertise
- Will provide prototypes and incorporate feedback
- Experience working with Non-Profits
- Local developer working with clients in Sunapee, New London, Newport
- Lowest development and operating costs of all developers considered.



Slide 11 Carnevale Design

Costs

- Web site development cost is \$1200.
 - One-time expense
 - Lowest estimate from all developers contacted
- Operational costs \$200 per year
 - Manage all details of server hosting
 - SSL certificate
 - PerkinsPond.org domain registration



Slide 12 Costs

Motion

- Contract with Carnevale Designs to build a site,
As described in the Carnevale Web Service Proposal
dated April 16, 2020,
At a cost not to exceed \$1200.
Annual operational cost of \$200.
Based on the content and specifications developed by
the Web Committee.
(Documents at PerkinsPond.org)

Slide 13 Recommendation

Questions

Slide 14 Back Up

Why Not Go-it-alone?

- A simple web site might be created quickly by an individual at little cost. But ...
 - Most people who could do this already have demanding jobs and other commitments
 - A volunteer with limited knowledge may make choices that limit long-term usefulness
 - Life and job must come first, it is not agile to await availability of the volunteer
 - A volunteer cannot be compelled to finish a project.



Slide 15 Why Not