

Recommending a Developer for the PPPA Site

Margaret and Anne, 4/29/2020

Achievements So Far

The Web Advisory Committee has completed most of its assignments including:

1. The committee created a list of all possible topics, then analyzed and pared it down, and created an initial draft of how the subjects would be linked.
2. The committee prioritized various “bells and whistles” and agreed on requirements such as being easy to update, mobile ready, and compatible with future expansion.
3. The final step is to investigate alternatives and recommend a developer for the project. At the next PPPA meeting, members will vote on whether to fund and implement the site.

Professional or Volunteer

There are creative individuals in the Perkins Pond community who could build a PPPA site or lead a project to do so. It would be a demanding and time-consuming job. Many candidates who could do this already have demanding full-time jobs and other commitments or interests.

We recommend engaging a professional web developer whose job includes staying current with this rapidly evolving set of technologies. An experienced developer has a large bag of tools. This person would already have an established process for gathering input, prototyping and incorporating feedback.

There will be many ways to participate and contribute. Anyone with time and an interest will be welcome. PPPA volunteers must provide the messages and pictures and work with the developer to organize links and evolve the look and feel of the site, determine its emphasis, etc..

The Search

We googled for “Web Developers Near Sunapee” and found four diverse professional developers with experience. Three of them could meet our specifications and they all could create an excellent site. One withdrew because he was unable to meet our specs, but we list him her for comparison.

Carnevale Designs

The most affordable developer is Paul Carnevale Jr. of Carnevale Designs. Paul has 20 years’ experience building web sites. He manages the details of hosting on his own server, which will keep it simple for the PPPA. He plans to meet our specs and make it easy for non-technical people to update the web site.. His development process is to go through several iterations of design with input from the client at each stage. His quote of \$1200 is a bargain.

Cst and Affordability Comparisons

The following pages describe the candidates and shows the range of prices and approaches.

For perspective when considering costs – the PPPA Treasurer reports that the PPPA currently has about \$13,000 in its accounts

Summary of Candidate Web Developers

Margaret and Anne 4/30/2020

This table lists the web developers we looked at with their web sites and email. The "1-Time Development" quote numbers accurately reflect the quotes. For ongoing expenses, the Carnevale quote is accurate. The other developers avoided taking on this responsibility. The numbers with asterisks are our best guesses.

	Basic Website Designs	Carnevale Design	Beyond Design	WebSavvy Studio
Name	Bruce	Paul Carnevale Jr.	Debbie Campbell	Karen Neumann
Web Site	https://basicwebsitedesig.	www.carnevaledesign.com	www.beyond-design.net	https://websavvystudio.com
Email	basicwebsitedesigns@tds.net	pauljr@carnevaledesign.com	info@beyond-design.net	karen@websavvystudio.com
1-Time Development	\$1200-\$1500 (\$99/pg)	\$1200	\$1500-\$1800	\$3000-\$3500
Hosting Annual Fee	\$240/yr	\$100/yr	\$200/yr *	\$200/yr *
SSL Certificate	\$80/yr *	\$80/yr	\$80/yr *	\$80/yr *
* Estimated	Note Wix prices do not take account of developer time			

Carnevale Design

Development \$1200

- Describes an interactive development process to gradually define and refine the site through several iterations of prototyping and feedback with PPPA.
- Local developer with roots in Sunapee.
- Professional, full-time focus on web development
- Technical expertise based on 20 years' experience
- Experience working with Non-Profits and gives the PPPA a non-profit discount.
- Manages the setup and details of server hosting, SSL certificate, URL address,
- On-going support with backups, security monitoring, and any requested changes
- Responsive to Web Committee specifications:
 - Incorporates ability for non-technical person to update
 - Indicates planning for more complex Phase 2 functionality
 - Contact form and email for contacting PPPA
 - Will be mobile-ready.

Beyond Design

Development \$1500-1800

Debbie Campbell is an artist. She has been an adjunct professor at R Colby Sawyer and a teacher at Mt Sunapee. She seems to be knowledgeable about the technology and would integrate her artistic vision into the web also. It is not clear how much experience she has working with a group like the PPPA. Two sites she has produced are:

<http://newburynhlibrary.net>

<https://familynhlaw.com>

WebSavvy Studio

1-Time Development Cost at \$3000-3500 Karen

Karen Neumann

Very Professional and knowledgeable Uses WordPress..

Local and would be easy to work with. Was very collaborative and helpful to me with organizing our specs. She was responsive to our requirement for easy updating and future expansion. Site would be mobile-ready. Located in Enfield.

Basic Website Designs

1-Time Development cost approximately \$100 per page. [\$1200 for 12 pages]

Not a Candidate as of 4/17/2020

“Bruce”, located in Warner NH. Bruce’s other job is building modular houses. Bruce advertises \$\$99/page for a simple web site.. We talked and he chose to create some prototypes for us to view. On April 17, he withdrew from consideration, writing that “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.”

Wix Web Site

Probably \$17 or \$23 per month plus any add-ons

- A developer would need the expertise and the time and the desire to do this development?
- Developer would manage iterations of prototyping and design with team input.
- Manage the setup of server hosting, SSL certificate, URL address
- Provide on-going support: change the program as requested, ensure backups and security monitoring, diagnose and fix problems. Work with Wix technical staff as needed.
- Be responsive to Web Committee specifications:
 - Incorporate the ability for non-technical person to update
 - Indicate planning for more complex Phase 2 functionality
 - Include contact form and email for contacting PPPA
 - Be mobile-ready..
- Wix is a for-profit company and the web can only be hosted on a Wix server.
- For development, non-tech updates, support, and mobile-ready, we should ask how easy it really is, especially for truly non-technical people.

Site Design draft with topics and groupings for navigation *Anne 4/9/2020*

This document summarizes tentative decisions that were made by the committee over several rounds of feedback and discussion. It was given to the developers to indicate what we wanted.

Home Page

This site supports the PPPA Mission to 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

Contact Info Address info@perkinspond.org and US mail address

About the PPPA

Brief History, referral to Facebook for other discussions or input

Officers

- Executive Committee
- Nominating Committee
- Water Quality Committee
- Memorabilia

Special Committees

By-Laws

Next Meeting

- Date, time & place for next meeting
- Agenda for upcoming meeting
- Minutes of the last two meetings

News

Newsletters

- News (can announce anything from the loon is around, to temporary committees)
- Referral to Facebook

Membership

- Benefits the PPPA provides
- Join and Pay Dues/Donate
- Notify PPPA of Changes

Stewardship

About the Pond (Robin write) What characteristics make it vulnerable,

Weed Watchers Program. Pictures of the most likely weeds milfoil & bluegreen algae, names of the weed watch monitors

Water Testing (just describe ? Need volunteer?)

What you can do: no phosphorus, runoff retention, check your boat)

Water Carnival

Water Carnival Date, time & place and plans and agenda
 Photos of previous water Carnival Ice-out Contest
 Volunteer or Help

Partners/Resources

NH Loon Protection Committee, NH Lakes Assoc, LSPA
 NH DES www.des.nh.gov/organization/divisions/water/wmb/vlap
 Town of Sunapee www.town.sunapee.nh., Ausbon Sargent, Soc for NH Forests

Guidelines

Since the web site is aimed most strongly at existing landowners on the Perkins Pond waterfront and watershed and we are not a business, we believe we can go lightly on SEO and Analytics. We don't want viewers to buy anything but do want them to donate time and money.

- It should be easy for a non-technical person to update designated dates, names, etc. We can go through and specify the fields.
- There needs to be a way for a viewer to contact the PPPA
- Design should interface with future expansion that will expand the site to manage membership lists, email addresses, dues payment, mailings and financial transactions.
- We can use the perkinspond.org address that we already own
- Minimal SEO
- Minimal Analytics
- Mobile-friendly
- No Paypal

Resources

Many photos are available. We have scenery photos of the pond in seasons and different light, and of Association meetings and

Water Carnival festivities and text describing what the PPPA does for you and who's watching for alien weeds and such.

I have old newsletters parked at perkinspond.org. We may not include them but may use bits from them..