

City Council
Date: 8/21/07
REGULAR
Item: 13
Motion

ITEM: Consider approving a contract for website development services and hosting from GovOffice.

SUBMITTED BY: Carol Kriegler, Project Assistant

REVIEWED BY: Susan Hoyt, City Administrator
Tom Bouthilet, Finance Director

SUMMARY AND ACTION REQUESTED: The city council is being asked to consider approving a contract with **GovOffice** for services related to the development and hosting of the City's website.

GovOffice specializes in website creation and content management systems for government through partnerships with the International City / County Management Association (ICMA) 17 State Municipal Associations and Microsoft. Currently, 280 Minnesota cities are being served by **GovOffice** created websites.

GovOffice provides website creation services through the availability of about 80 website design templates created specifically to meet the needs of local governments. Several of the design templates have been released in conjunction with the League of Minnesota Cities. A design template is chosen based on it's effectiveness in organizing and managing the city's web content while reflecting a style or "branding" that is consistent with the nature and characteristics of the city. Optional services are available that allow for limited modifications of an existing template to meet individual needs and increase the effectiveness of the website.

Once a template is selected and modified as desired, the website is available for the city to "build" through the process of adding content to the site. Online training is available to city staff that allows for the acquisition of the necessary skills required to add content, update, and revise the site. The GovOffice content management platform was built on a Microsoft platform so individuals with Microsoft Word skills should learn the **GovOffice** site tools fairly quickly.

The cost of a standard **GovOffice** web creation package includes a one-time only license fee (\$1,300), one-time URL re-direct fee (\$75.00) , and monthly service fee (\$53). A budget of \$1,000 is suggested for template modification design services and additional staff training as needed or desired. This represents a total cost not to exceed \$3,011.00. This is dramatically less than the potential cost of web design services associated with a totally custom site, and other website program licensing fees. Not only is the **GovOffice** package economical, the use of an existing design template will expedite the design process significantly allowing the city to more quickly meet it's goal of having an effective website in place.

RECOMMENDATION

Staff recommends accepting the **GovOffice** quotation for a one-time website creation services / license fee, one-time URL transfer fee, and the one year Service Package fee for a total of \$2,011.00. Additionally, staff recommends council authorization of up to \$1,000.00 for template design modification services and additional staff training and technical support from **GovOffice** and an additional \$500.00 for the purpose of purchasing stock photographs or photography services for photos to be included on the site.

SUGGESTED MOTION FOR CONSIDERATION

Move to approve the GovOffice quotation for service in the amount of \$2,011.00 and authorization for expenditures not to exceed \$1500.00 for web photography and additional GovOffice services and support.

ORDER OF BUSINESS

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|---|-----------------------------------|
| • Introduction | Susan Hoyt, City Administrator |
| • Report | Carol Kriegler, Project Assistant |
| • Questions from council to presenter | Mayor and Council members |
| • Questions from the public, if any
(3 minutes max/person) | Mayor facilitates |
| • Call for a motion (for discussion to continue) | Mayor facilitates |
| • Discussion | Mayor and Council members |
| • Action | City Council |

ATTACHMENTS:

- | | |
|---|----------------------------------|
| 1 | Gov Office Quotation for Service |
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