



*taking action to attract, retain and engage
the future of Green County. . .*

Future Forward! Community Portal

Meeting Notes For: Monday, October 29th Monroe Clinic Founders Hall

Attending: Marci Boss, Sue Curran, Matt Urban, Steve Moon, Jennifer Gruber, Roy Berrey, C. Wald

Signed up for interest in the Community Portal but unable to attend (or participated in another break out group on 10/29): Ann Hunter, Flannery Steffens, Heather Luchs, Jim Ferris, Joe Faust, Nikki Matley, Carl Hearing.

Discussion Summary:

After meeting tonight and throwing around some ideas, I have to say I am so excited for this project. We've got some great talent and thinkers. Everyone had so many great ideas for the Green County Portal Website. I wanted to recap all of the basic ideas for the website that we covered tonight.

- 1) The look is important. The homepage must be a Grab-your-attention, pop-out-at-you page.
- 2) Have 2 separate pages, one being the Interactive, Colorful homepage, the other being a link, portal, page.
- 3) Utilize already written articles from outside sources whether they be local or national.
- 4) Must respect the existing websites on Green County. Make our website the one that brings all of the current sites together and adds the "Wow" factor to our area.
- 5) Provide a regional picture as well, showcase a few sites and/or events happening in Madison, Milwaukee, Wisconsin Dells, Dubuque, and Chicago/Rockford.

The following is the list of sites that I showed in the presentation tonight. Check them out and write down a few features that you like about them. Please add any sites that you think fit our ideas as well.

<http://www.onmilwaukee.com/>
<http://www.accessspokane.com/>
<http://www.downtownokc.com/>
<http://www.6street.com/>

Please plan on meeting Thursday, November 15th at 5:30pm. I will contact everyone when I have a place confirmed. Until then keep the vibe from tonight rolling and brainstorm for more great ideas.

Thank you to all for the enthusiasm tonight,
Marci Boss
608-558-2851

I'm also very excited about the Portal Project and the ideas that everyone has. I would like to expand on what Marci listed as number 2 for consideration by the project team.

We are tasked with communicating what Green County has to offer in such a way that people will seriously consider moving here, and seriously seek out additional information to support that decision. To achieve that, my personal belief is that we need to explicitly and briefly tell people about everything that Green County has to offer in all of the categories that are important to people. These categories are summarized quite well by the Future Forward Green County Assets list. Specifically, I think we should have our own pages for all of the following types of categories:

- Dynamic/interactive content page(s) - many great possibilities were mentioned in this category last night by Marci and others
- Entertainment
- Restaurants
- Employment Resources
- Relocation Resources
- Secondary Education
- Higher Education
- Low crime,
- low pollution,
- nice people,
- low cost of living,
- great health system (I am not sure what this category would be called - ideas?)
- Parks, lakes, and camping Services
- What Others are Saying (links to articles written by others)
- Social and Professional Organizations

My suggestion is that we have a few paragraphs (or bulleted list) explicitly telling people what we have to offer on the top of each of the category pages along with beautiful/eye-catching related imagery for that category . . . then have a series of links for that category below the summary description.

I programmed a web page this morning for Restaurants and Dining as an example of my suggestion and published it to the link given below Disclaimer: I put this together pretty quickly - I am sure we can collectively do better than this example. The salon header and link bar would obviously be something entirely different for our portal.

- Example page: <http://www.hairdirections.com/example.htm>

There are many derivatives of this basic category list and many other features that can be added to the web site.

My belief is that we have to quickly paint a picture for people about Green County, rather than making them try to piece it together on their own. If we do not have a consolidated overview of what Green County has to offer, and instead, just have links to many other web sites than it will continue to be very difficult (and frustrating) for someone to get a quick understanding of what we have to offer.

I completely agree with Matt, we need to use proper programming, page content techniques, and links to us so we get good search engine rankings and traffic. These are just my additional suggestions, and I wholly respect that others may feel differently. I look forward to working with all of you and transforming this project concept into a reality!

Thoughts/Feedback?

Dan Gramer