

Village of Carol Stream

Special Workshop Meeting of the Village Board

Website Redesign Focus Group

Gregory J. Bielawski Municipal Center
500 N. Gary Avenue, Carol Stream, IL 60188

January 17, 2017

6:00 p.m. – 7:10 p.m.

Meeting Notes

ATTENDANCE:

Mayor Frank Saverino, Sr.
Trustee Rick Gieser
Trustee John LaRocca
Trustee Mary Frusolone
Trustee David Hennessey
Trustee Matt McCarthy

Joseph E. Breinig, Village Manager
Bob Mellor, Assistant Village Manager
Mark Talavera, Information Tech. Dir.
Ed Sailer, Police Chief
John Jungers, Deputy Police Chief
Tia Messino, Management Analyst

The meeting was called to order at 6:00 p.m. by Mayor Frank Saverino, Sr. and the roll call read by Acting Village Clerk Bob Mellor. The result of the roll call vote was as follows:

Present: Mayor Frank Saverino, Sr., Trustees Hennessey, LaRocca, Gieser, Frusolone and McCarthy

Absent: Trustee Schwarze and Village Clerk Czarnecki

Website Redesign Focus Group

Information Technology Director Marc Talavera introduced website consultant Mallory Robertson, UX Specialist from Vision Internet who led the Village Board focus group discussion on the Village of Carol Stream website likes, dislikes and enhancements.

Overall Impressions:

- Busy & clunky
- Sterile (no color variety or images) too text based, too many links-not dynamic enough
- Boring
- Opening statement on front page too wordy (Do we need statement about Board meetings on front page?)
- Color scheme okay (blue) too dark – remove dark blue background. Blue is official Village of Carol Stream's color
- Color palate nice, but does not pop
- Search component needs stronger presence. Should not have to search for search option.
- Takes too many clicks to find what you are looking for. (Trustee Frusolone)
- Move search box at top center or as a main menu button.

- Font size of menu items too small. Logo too large (eyes drawn to logo). Eyes need to be drawn to top menu bar.
- Menu bar can be consolidated (too many options)
- Dedicated buttons for email, twitter, facebook, etc.
- Pain to find info i.e. ordinances & codes
- Need better, more visible calendar that is maintained/up to date, i.e. list food vendors with bands for Thursday concerts.
- Trustee Frusolone uses website 3 to 4 times a month. Limited use due to frustration over using it.
- Search feature not accurate or results too broad.
- Want to be able to watch Board meetings on website for those that do not have cable TV.

Preferred Upgrades:

- Online forms for simple permitting
- Online payments for everything (Trustee Hennessey)
- Eliminate/consolidate redundant content.
- Top menu bar should be stationary (visible no matter how far down you scroll)
- Like that important/pertinent info is front and center (Trustee Frusolone)

Likes:

- Once you find it, the info is there
- Likes News Flash

Preferred devices:

- iPhone (Trustees Hennessey and Frusolone)
- Website needs to be mobile friendly

Usability:

- “Contact Us” info should be at bottom
- “I want to” should be in search function (Trustee Frusolone)
- Jobs or help wanted should be under an “Employment” tab “Employment Opportunities”
- “Volunteer Opportunities” as a separate tab
- Facebook info cross linked on Village of Carol Stream website (Trustee Frusolone) Facebook posting should automatically post to webpage

Website Uses:

- Searching
- Meeting agendas
- Village Code research (Trustees Hennessey and LaRocca do not use our website)

Case Study (layouts)

1. Scroll page-Long scroll
(City of Fillmore)
 - Trustee Hennessey-likes (mobile friendly) sleek and modern
 - Trustee Frusolone-does not seem cohesive-too busy-varied use of circles and square buttons.
2. Split Layout-less scroll
(Wenatchee)
 - Trustee Frusolone likes this one better than 1 or 3
 - Rotating Images


- Visually appealing
3. Traditional-(Huge background, image –limited scroll)
(Redwood City)
 - Visually appealing but question if it will be mobile friendly (Trustee Hennessey)
 - Too busy (Trustee Frusolone)
 4. Search Centric-social media at top
(Racine County)
 - Trustee Frusolone likes this page (visuals, layout and location of social media)
 - More use of non-language specific icons for non-English speaking residents (Trustee Frusolone)
 - Can use google translate (Trustee Frusolone not reliable)

Trustee McCarthy likes 1 & 4
 Trustee Gieser likes 2 & 4
 Trustee LaRocca likes 2
 Trustee Hennessey likes 4 the best
 Trustee Frusolone likes 4 first and 1 second
 Mayor Saverino likes 2 and 4

Manager Breinig announced Tia Messino was promoted to Assistant to the Village Manager position.

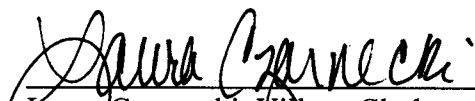
There being no further business, Trustee McCarthy moved and Trustee Frusolone made the second to adjourn the Special Workshop meeting. The meeting was adjourned unanimously at 7:10 p.m.

FOR THE BOARD OF TRUSTEES



 Frank Saverino, Sr., Mayor

ATTEST:



 Laura Czarnecki, Village Clerk

Minutes approved by the President and Board of Trustees on this
6th day of FEBRUARY, 2017.



 Village Clerk