

**MINUTES OF THE
MARKETING COMMITTEE
OF THE
BOARD OF PARK COMMISSIONERS
SKOKIE PARK DISTRICT
OCTOBER 17, 2017
6:30 P.M.**

ATTENDANCE AT MEETING

Board Members Present: Commissioner & Committee Chair Khemarey Khoeun
President Susan Aberman
Vice-President Mike Reid
Commissioner Michael Alter
Commissioner Maureen Yanes

Others Present: Executive Director/Secretary John V. Ohrlund
Superintendent of Business Services William Schmidt
Superintendent of Recreation and Facilities Michelle Tuft
Assistant Superintendent of Recreation Jon Marquardt
Superintendent of Park Services Michael Rea
Marketing Manager Jim Bottorff

CALL TO ORDER

Committee Chairman Khoeun called the Marketing Committee meeting of the Board of Park Commissioners to order at 6:33 p.m., followed by the recitation of the Pledge of Allegiance.

CHAIRMAN'S OPENING COMMENTS

Chairman Khoeun called on Marketing Manager Jim Bottorff to update the Board regarding the District's current rebuilding of its website.

REVIEW OF EXISTING WEB SITE

Mr. Bottorff discussed the current website, built in 2011. He noted that while it was the first WebTrac-based park district site to contain WebTrac integration, the site is now outdated, not responsive, with a separate mobile application. He discussed the past 18 months of research and preparation for building the new site, including discussions with the public and staff, as well as hiring a research company that conducted online analysis of user behaviors on the current site. American Eagle of Des Plaines was hired in June of 2017 to complete an entire rebuild of the site, with ground breaking on July 7.

REVIEW OF THE NEW WEB SITE

Mr. Bottorff revealed several new page type designs that have been approved, including the homepage, as well as discussing the site's functionality and navigation. He said that the site will be more dynamic, with an open design, responsive (with the elimination of a separate mobile site) and will utilize a homepage mega menu for easier navigation. The site will also feature the addition of program pages with live online registration class feeds on each program page, and enhanced facility pages with information tabs. The event calendar will be enhanced with a variety of filters, with staff to be trained by marketing staff on a new backend content management system. The "language" application at the top of the homepage was discussed in

detail. Mr. Bottorff indicated that staff were leaning toward the free 'Google Translate' application, which translates more than 100 languages and is improving over time, rather than a more robust custom application that only serves 15-25 languages.

ADJOURNMENT

Executive Director Ohrlund thanked Mr. Bottorff for his presentation and the other attendees for their input. Chairman Khoeun adjourned the meeting at 6:58 p.m.

Susan Aberman
President

John V. Ohrlund
Secretary