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|  | <div data-bbox="1268 149 1511 390"> <p><b>District Impacted</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 1 = Wolosin</li> <li><input type="checkbox"/> 2 = Woolard</li> <li><input type="checkbox"/> 3 = Scott</li> <li><input type="checkbox"/> 4 = Boddie</li> <li><input type="checkbox"/> 5 = Macaluso</li> <li><input checked="" type="checkbox"/> All</li> </ul> </div> <h2 style="text-align: center;">AGENDA ITEM SUMMARY</h2>   |
| <b>Agenda Date</b>  | May 9, 2023   |
| <b>Requested Action</b>   | PRESENTATION OF UPDATED CITY WEBSITE AND NEW COMMUNITY CALENDAR   |
| <b>Contact Person</b>   | Chris Shadrock  |
| <b>Background Information</b>   | <p>The City of Boerne website format was last updated in 2019. Since then the Communications Office has taken over editorial content management for the website and launched a formal web standards guide.</p> <p>Starting in 2021, our office began updating all webpages to ensure they were following our web standards and remained in compliance with ADA and other accessibility requirements.</p> <p>As we completed our City rebranding in 2022, work began on our contractual update to the website which entails many changes to the current design. Our focus included increasing valuable information on the homepage, including smaller pictures highlighting our community, and adding new hyperlinks to important information. Homepage “buttons” are increasing from 6 to 12 with convenient access to the departments most visited by residents and the inclusion of department logos.</p> <p>To coincide with the website redesign, the City is launching its first all-inclusive Community Calendar with expanded event capabilities through the Timely calendars function. Visit Boerne, Parks and Recreation, and the Library have their own calendars for events and programs that will feed into the new Community Calendar that lives on the City’s website. In addition to internal City-sponsored events and tourism events, this calendar will provide an opportunity for local event coordinators to promote events that are aimed at residents, rather than tourists, by submitting community events to the calendar directly from the City of Boerne website.</p> |

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| <b>Item Justification</b>         | <div> <div> <input checked="" type="checkbox"/> Legal/Regulatory Obligation           <input type="checkbox"/> Reduce Costs           <input type="checkbox"/> Increase Revenue           <input type="checkbox"/> Mitigate Risk           <input type="checkbox"/> Master Plan           Recommendation         </div> <div> <input type="checkbox"/> Infrastructure Investment           <input type="checkbox"/> Customer Pull           <input checked="" type="checkbox"/> Service Enhancement           <input checked="" type="checkbox"/> Process Efficiency           <input type="checkbox"/> Other: _____         </div> </div> |
| <b>Financial Considerations</b>   |  |
| <b>Citizen Input/Board Review</b> | N/A  |
| <b>Legal Review</b>               |  |
| <b>Alternative Options</b>        |  |
| <b>Supporting Documents</b>       |  |