

**NORTH BEACH WATER DISTRICT
PACIFIC COUNTY, WASHINGTON**

RESOLUTION NO. 16-2011

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF NORTH BEACH WATER DISTRICT, PACIFIC COUNTY, WASHINGTON, ENTERING INTO AN AGREEMENT WITH THE BEACHDOG.COM FOR WEB DESIGN AND MAINTENANCE SERVICES

WHEREAS, .beachdog.com provides web design and maintenance services; and

WHEREAS, North Beach Water District requires web design and maintenance services, therefore

BE IT RESOLVED by the Board of Commissioners of North Beach Water District, Pacific County, Washington as follows:

Section 1. Authorizes the General Manager to enter into the attached Agreement with beachdog.com for an amount not to exceed \$3,500.00.

ADOPTED by the Board of Commissioners of North Beach Water District, Pacific County, Washington at its regular meeting held on October 24, 2011.



Brian Sheldon, Commissioner Position #1

Gwen Brake, Commissioner Position #2



R.D. Williams, Commissioner Position #3



10/20/2011 Web Development Plan For North Beach Water

Needs Assessment

Existing site needs to be redesigned, focusing on user-friendliness and reflecting new modern style guidelines and technological advances. Site has some adequate content but needs to be freshened up, adding a new layout with new pages and including appealing photos. The current site contains many PDF files that would serve much better as regular text, to make the website user-friendly and simple to navigate. The underlying website structure (code) is not compliant with current standards and is not mobile-friendly, all things that are costing heavily in terms of search rank, local search and networking.

Additional features planned:

- Incorporate link to third party account management program
- Allow site owner to edit content and update directly
- Contact form
- Static map of service area with office location
- "Alert" scrolling ticker tape that can be turned on and off as needed and is easy for client's use
- Work with client to handle preexisting PDFs and future information in the best way possible

Solution

- ✓ Re-create site with WordPress, the #1 open source, database-driven software of its kind
- ✓ Provide training in WordPress to enable the client to self-edit/publish
- ✓ Reorganize page structure into an intuitive, user-friendly navigational system
- ✓ Suggest simple level of Search Engine & Social Optimization
- ✓ Offer ongoing maintenance to keep the site in top order at a deeply discounted rate

Process Notes

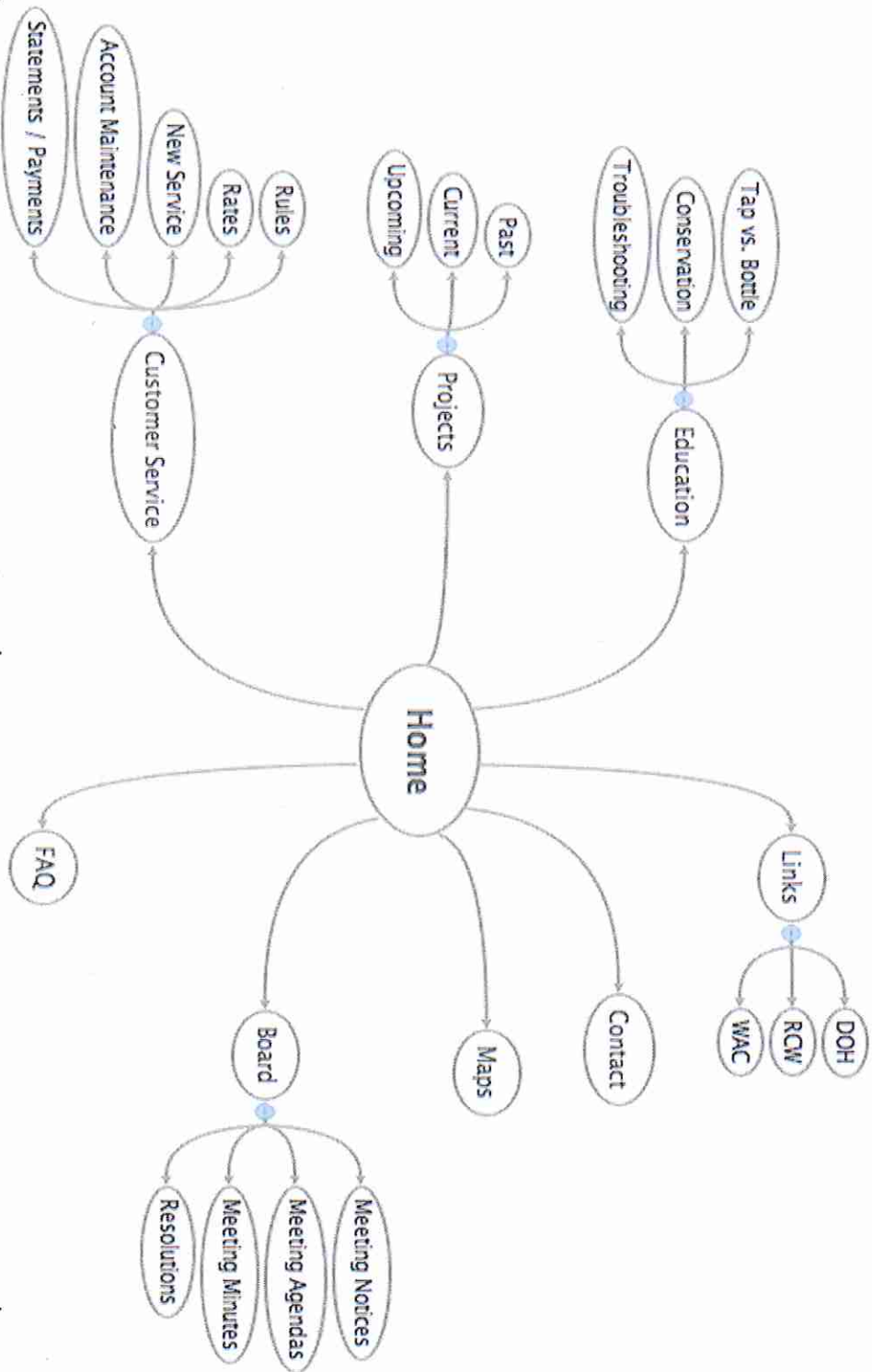
On receipt of signed contract and 50% down payment, the **design phase** begins. The design phase includes **three rounds** of design refinement: Round 1 is focused on agreeing on a basic look and feel. Round 2 includes minor adjustments to the basic design. Round 3 focuses on final tweaks to make the look and feel of the site perfect. Then, when ready, design approval is given by the client.

Once the design approval is given, two things happen: 1) the design phase ends, which means future changes to the overall look and feel of the site may incur extra fees (which will be discussed in advance, of course) and 2) the **build phase** begins. Once the build phase begins, **all content** should be in our hands. We will create pages, fill them with content, and provide simple proofreading services at no extra cost.

Once the client **approves of every aspect** of the fully-built site, the website will go live and the final 50% will be billed.

Our goal is to navigate through these steps with a communicative, fun, and sensible approach. We want to work with you to build the website you need in a way that fits your budget and time constraints. Please feel completely comfortable at every step of the way to be totally candid in how you're feeling about where we are.

Site Map



Site Design & Development (essential; one-time)

WordPress installation, customized theme configuration and basic training. Includes:

- Google site map plug-in
- Easy photo insertion
- Akismet spam filtering
- Lightbox and other AJAX features
- Site Editing Tools

...and a host of other tested and beachdog-recommended plug-ins for the program, plus a 45-minute one-on-one training session (over phone, Skype, or in our office) which has proven to be plenty for most clients.

Includes full design development, including custom software to match the website design and make it easy to edit by you and/or your staff. **\$950..**

Have a logo but need development supplies? We'd be happy to work with you to create branding that is suitable for both web and print applications (rack cards, letterhead, labels, business cards, etc.). Developing these projects costs less when they're ordered at the same time as your website.

Page Development. Fees align with their development complexity. Our proposed PDF strategy is to leave old PDFs that make sense, such as meeting minutes, as they are but to ask you to convert user-friendly PDFs to plain text for us. Moving forward, we will utilize a great blog post functionality to organize all dated material for you.

- Home \$25
- Education \$25
- Tap vs. Bottle \$25
- Conservation \$25
- Troubleshooting \$50
- Projects \$25
- Past \$25
- Current \$25
- Upcoming \$25
- Customer Service \$25
- Rules \$50
- Rates \$25
- New Service \$25
- Account Maintenance \$50
- Statements / Payments \$50
- FAQ \$50
- Contact \$50
- Maps \$100
- Links \$25
- DOH \$25
- RCW \$25
- WAC \$25
- Board \$25
- Meeting Notices \$50
- Meeting Agendas \$50
- Meeting Minutes \$50
- Resolutions \$50

\$1000.

Total for Essential Design & Development: **\$1950.**

Domain Name (essential; annual renewal)

You can manage domain renewals on your own or we can take care of them on your behalf. We recommend keeping your registration paid 5 years into the future. Doing so gives you a better price and makes the search engines take you more seriously. If we manage your domain, you can pre-pay years at any time; we will notify you if your registration is within 30 days of expiration.

Domain(s): **YOUR-URL.COM**

- \$17 Initial Registration
- \$77** for 5 years (recommended)
- Number of years you would like us to add to your registration: _____

# Years	Fee
1	\$ 17.
2	\$ 32.
3	\$ 48.
4	\$ 65.
5	\$ 77.
6	\$ 92.
7	\$107.
8	\$116.
9	\$122.

Hosting (essential; annual renewal)

We choose hosts based on reliability, flexibility and extras like online statistics and access to server-side programs. Using our host makes many of our services less expensive because the back-end programming is set up.

For the size of site and amount of traffic we expect, plan on an annual fee of... **\$160.**

Change of Scope

Work outside our agreement will be agreed upon before completion and billed as quoted.

To Begin Work

1. Review and/or check the boxes above next to items you authorize, above.
2. Complete and/or verify your business information, below:

Business Name	North Beach Water		
Mailing Address	PO Box 618 / Ocean Park, WA 98640		
Physical Address	25902 Vernon Ave, Ste C / Ocean Park, WA 98640		
Authorizer Name(s)			
Other(s) Authorized			
Business Phone	360.665.4144	Fax	360.665.4641
Cell		Home	
Email Address(es)			

3. Sign below

Agreement

This is to verify that I, representing North Beach Water, have the authority to enter into this contract, have thoroughly reviewed and approved the project materials described above and attached. I agree to the terms and conditions stated. I am the person with the final decision-making authority on all phases of this project. I further acknowledge that any mistakes or preference changes may alter the delivery date and/or incur further costs. My final payment will serve as my approval of the completed work, at which point beachdog.com, Inc. transfers all rights to North Beach Water.

Signature

Date

Title

4. Sign the enclosed Hosting Terms of Service.

5. Submit payment equal to 50% of the total agreement cost. The balance will be due at site launch.

Check All That Apply:		
Down Payment 50% <input type="checkbox"/> Check enclosed. <input type="checkbox"/> Charge My Card \$ _____.	Remaining Balance <input type="checkbox"/> Invoice me. <input type="checkbox"/> Charge My Card.	Annually Recurring Items <input type="checkbox"/> Invoice me. <input type="checkbox"/> Charge My Card.
<input type="checkbox"/> Visa <input type="checkbox"/> MCard <input type="checkbox"/> Discover <input type="checkbox"/> Amex		
Exp (mm/yy): CCV:		
Name on Card		
Billing Address on Card: City: State: Zip:		
Signature		

Return to: beachdog.com PO Box 954 or 1517 Pacific Ave N in Long Beach, WA 98631 or FAX 360.642.4435

Questions? Contact:

If you have any questions about the work outlined, or would like to discuss modifications, please contact:

- Sabrina Kent, Billing, Project Management:** sabrina@beachdog.com or 360.642.4431
- Keleigh Schwartz, Design, Marketing, CEO: woof@beachdog.com or 360.642.4431
- Ethan Seifert, Web Development: ethan@beachdog.com or 360.642.4431
- Dan Wolf, Web Development: dan@beachdog.com or 360.642.4431
- Wendy Murry, WordPress Training: wendy@beachdog.com or 360.642.4431
- First Available:** webmaster@beachdog.com or 360.642.4431