



## **MEMORANDUM**

To: APA California Board of Directors  
From: Hing Wong, AICP, Vice President of Public Information  
Re: Update on Website  
Date: June 15, 2012

The Website Committee has chosen Digital Gear as the consultant who will update the Chapter's website. The Website Committee includes Janet Ruggiero, Sande George, Francine Farrell, Laura Murphy, Lauren Silva, and myself.

The Website Committee met with Daniel Robles, Client Services Manager, and his two colleagues, James Navarro, Creative Director, and John Slingerland, Web & Interactive Designer, on May 7. Individual members of the Website Committee have been working closely with the consultant. The next face-to-face meeting will be on June 20.

Digital Gear has agreed to a three-year contract so that we can spread the entire cost over a more manageable time frame. The first monthly payment of \$2,357.62 started on May 2012. The final monthly payment will conclude on April 2015.

We feel confident that the website will be up and running just prior to the Chapter Conference in October. Other features, such as the conference registration program, should be ready before the next cycle thus saving cost in that category.

### **Website Timeline**

May 2012	Project Start
June 2012	Site Architecture
July 2012	Content List Wire Frame Main Design Subpage Design
August 2012	Build Content
September 2012	Beta Test Live Site Review
October 2012	Project Completion