

A G E N D A

City of St. Louis Website Policy Committee

When: Wednesday, July 28, 2010, 2 PM
Where: 1015 Locust, Ste 1200 (SLDC), Large Board Room
Subject: City Website Policies

Members:

- Kara Bowlin, chair (Mayor)
- John Farrell (Comptroller)
- Rory Roundtree (President BOA)
- Tom Stoff (County Offices)
- Donna Brooks (Communication)
- Ivie Clay (SLDC)
- David Newburger (Accessibility)
- Sonya Pelli (ITSA Web)

In Attendance:

John Farrell, David Newburger, Melanie (for Ivie Clay), Kara Bowlin, Sonya Pelli

- I. Welcome
- II. Review Committee Representation
- III. Process to submit and approve content on homepage and landing pages
- IV. Accessibility review
- V. Review working groups reporting to Policy Committee
 - Information Architecture
 - Contributors
- VI. Meeting schedule

Decisions made

1. Mayor's Office to approve content created by departments that answer to the Mayor.
2. News to be posted on main landing pages need to go through approval process. Group agreed that Kara Bowlin of Mayor's Office will vet and approve requests.
3. Criteria are needed to determine news articles deemed appropriate for landing pages posting. (i.e. timing, significance, prominence, human interest, etc.)
4. Need to develop and enforce Community Events posting guidelines and disclaimer if we allow public to post events. Public posting need to be vetted and approved.
5. Selected homepage article themes as "Live" "Work" "Play" and identify one lead agency to coordinate content development.
6. Convene low vision focus group to evaluate current site stylesheet readability to address concern of not enough high contrast.
7. Next meeting of website Policy Committee will be determined at a later date.

Action Items

1. **Web team** to create a Mayor's office approval group to approve content created by departments answering to the Mayor **by September 10, 2010.**
2. **Kara** Bowlin of Mayors office to draft criteria to determine news articles deemed appropriate for landing pages posting **by August 20, 2010.**
3. **Melanie Pelletier** will draft public event posting guidelines and submit to policy committee for review **by August 6, 2010.**
4. **Melanie Pelletier or Ivie Clay** of St. Louis Development Corporation will be responsible for coordinating article/content to populate City homepage articles along "Live" "Work" "Play" themes. Initial schedule is to have a twice per month refresh of each articles. Initial articles to be ready to publish **by September 24, 2010** (one week before launch date). Cathy Smentkowski of Public Safety was suggested as a back-up individual for the role.
5. **David Newburger and Sonya Pelli** to form and convene low vision accessibility group to test website **readability by August 31, 2010.**
6. **Web team** to create two alternative style sheets to use for testing in time for low vision focus group.
7. **David Newburger** to draft an accessibility/usability statement to submit to policy group for approval **by August 13, 2010.**
8. **Web Team** to integrate how to create accessible web content in training and to integrate accessibility guidelines in content review sessions with contributors **by August 31, 2010.**