

Minutes June, 2018 Hayden Lake Watershed Improvement District Board Meeting

Meyer, Chair, Harvey, Lund; Present Walker, Lake Manager; Stoll Public Education/Communication.

Meeting called to order at 6:34 PM

Board introduced

Opening of FY 2019 Budget Hearing at 6:35 PM

Open Public Comment on FY 2019 Budget: No public comment.

Closure of Public Comment

Change if appropriate and approval of FY 2019 Budget (**Action Item**) Motion to approve Lund; Harvey second. Budget Approved.

Closure of FY 2019 Budget Hearing at 6:40 PM

Addition to agenda:

Meeting minutes of May 21, 2018. Reviewed minutes of meetings. Motion to approve, Lund second.

Treasurer's Report:

Review of Financial report: Bills reviewed. Approved billings of Watershed Management (\$2,255.77), PAS (\$35), SVL (\$45); AM Test (\$285); Davis Excavation (17,537.50) Communications & Public Outreach (\$740) Total \$20,898.27. Motion to approve billing, Lund, second; Harvey Billings approved.

Public Input: None

Lake Manager Report: Manta Purchase: Checked on cost of Hydrolab which was more. Dr. Frank Wiilem of U of I recommends the Manta. Purchase of Manta monitoring system. Estimate: \$10,000. Instructed Todd to purchase a Manta system with the sensors we require.

May- June Lake Manager Activities: A few questions about the dock removal, but nothing like last year. Discussion of the clear cut. Complaint about weeds. Weed harvest underway in Bob's Bay. Complaint that harvester is pulling weeds. Todd will have this checked by Kim Holzer on the impact of the weed harvest.

Public Information/Communication Contractor Report:

Nutrient Loading Letter: Article on clear cut very well received.

Website reconstruction update: Mary Ann's introduction on the web page. Minutes of 2017-2018 on site. Notice of meetings on third Monday at 6:30 PM at Hayden City Hall on the site. Web site development at process starting with needs assessment. Materials to help develop website distributed with Board asked to read. Some pieces might be developed in association with the public (like logo; better common name for the District. Creating an identity could be a way to engage stakeholders. Board will provide pictures to Mary Ann.

Old Business

Direct deposit of tax revenue - accomplished

Letter to County Commission on English Point Heights Subdivision: Discussion of draft letter Steve will mark up and redistributed with goal of having it in well before July 12th meeting.

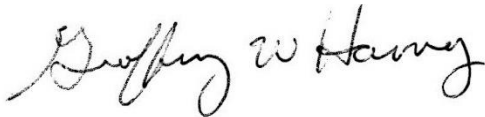
New Business

Set next Board Meeting: July 16, 2018

Motion to adjourn: Harvey; Lund, second; approved.

Adjourned at: 8:20 PM

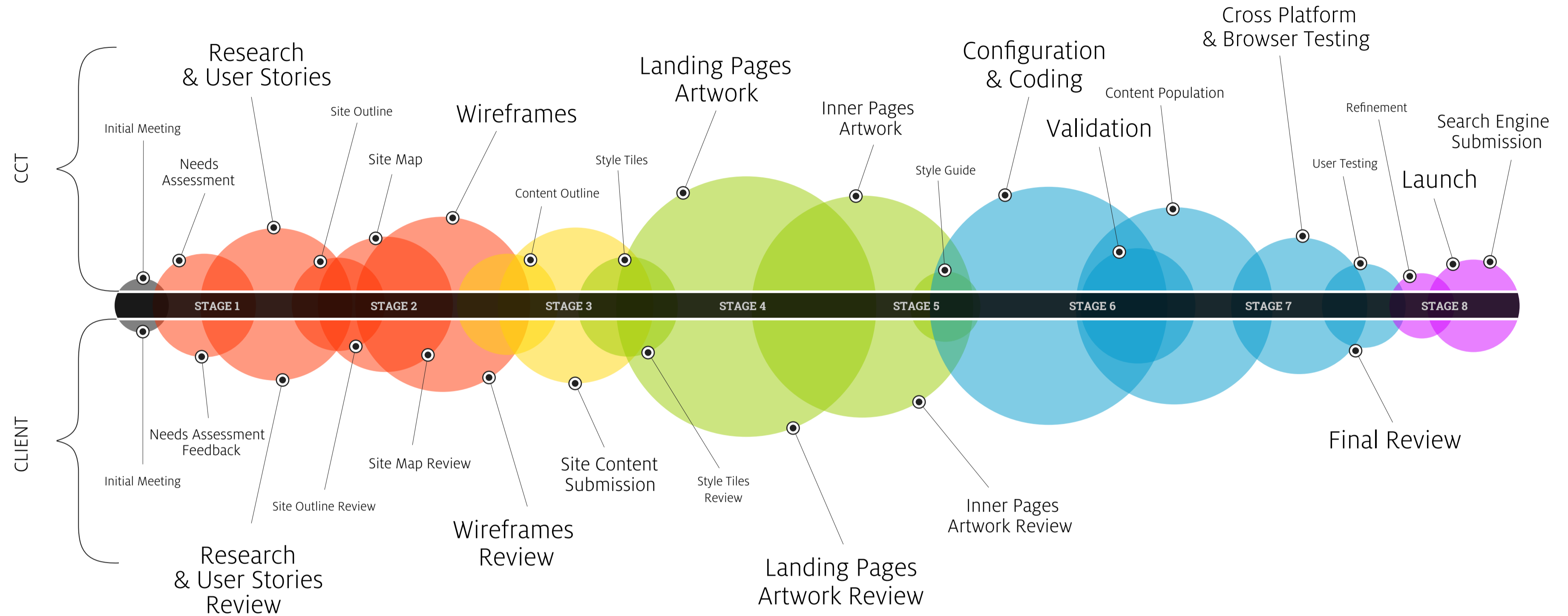
Minutes approved during July, 2018 meeting

A handwritten signature in black ink, appearing to read "Geoffrey W. Harvey". The signature is written in a cursive, flowing style.

Secretary/Treasurer

Website/App Design Process

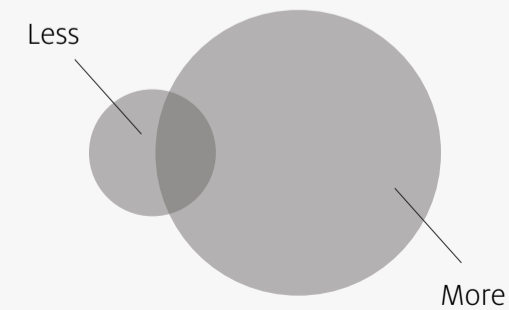
MILESTONES, INVOLVEMENT, IMPORTANCE & TIMELINE



MILESTONES



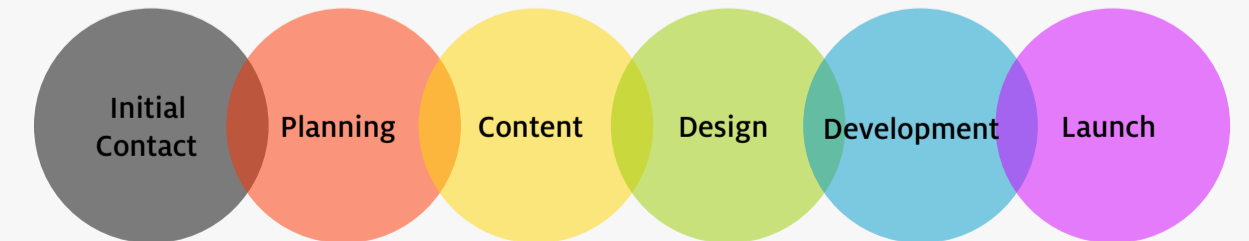
INVOLVEMENT



IMPORTANCE

Lesser
Greater

PHASE



CREATIVE BRIEF: **WEB**

PROFILE

PROJECT REQUESTER: _____

DEPARTMENT: _____

EMAIL: _____

PHONE: _____

WEBSITE: _____

SOCIAL MEDIA: _____

PROJECT TITLE: _____

APPROVER(S): _____

An effective creative brief is a written explanation for a Creative Team outlining the aims, objectives and milestones of a design project. A thorough and articulate creative brief is a critical part of the design and development process. It helps establish trust and understanding between the Client and Creative Team and serves as an essential point of reference for both parties. Above all it ensures that important issues are considered and questioned before work begins.

TODAY'S DATE: _____

LAUNCH DATE: _____

IS THIS REPLACING A CURRENT WEBSITE?

Y N

URL: _____

What does the department/organization do?

Anyone doing similar work or benchmarks to strive for?

IS THERE A LOGO?

Y N

IF SO, CAN YOU PROVIDE A HIGH-QUALITY DIGITAL FILE?

Y N

IF NOT, DO YOU WANT A LOGO CREATED?

Y N

WILL THE NEW LOGO INCLUDE AN ICON/GRAPHICS?

Y N

Existing graphics to be used that you can provide?

AUDIENCE & GOALS

Target audience:

What effect should the website/app have on them?

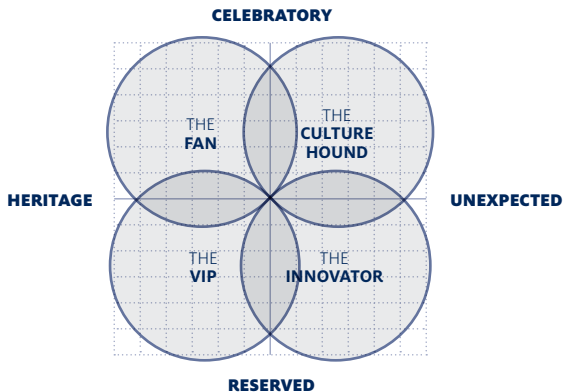
tone (Check all that apply)

Choosing specific traits of the University of Arizona brand to highlight will help you communicate with a consistent voice.

- | | |
|---|---|
| <input type="checkbox"/> PROGRESSIVE | <input type="checkbox"/> RUGGED |
| <input type="checkbox"/> CONFIDENT | <input type="checkbox"/> DETERMINED |
| <input type="checkbox"/> OPEN | <input type="checkbox"/> INSPIRATIONAL |

PERSONA

Our brand can flex in many directions, depending on what's appropriate for the audience. Choose the right balance for your communication here.



If they remember only one thing:

What are the reasons to believe this?

Call to action:

CONTENT & DELIVERABLES

Content is king. These words, graphs, charts, and images are what give your project meaning. Without content, your project will only be a shell... a very lonely shell.

DOES THE TEXT STILL NEED TO BE WRITTEN?

 Y N

IF YES, WHO IS WRITING IT? _____

WILL YOU NEED STOCK PHOTOGRAPHY?

IF YES, EXPLAIN: _____

WE RECOMMEND A SERIES OF USER TESTING.

CAN YOU PROVIDE USERS WHO REPRESENT YOUR AUDIENCE?

 Y N

PROGRESS UPDATES:

 WEEKLY BI-WEEKLY MONTHLY

WHAT FORMAT?

 EMAIL MEETINGS BOTH

DO YOU WANT ON-GOING MAINTENANCE?

 Y N

WOULD YOU LIKE HELP WITH EMAIL MARKETING?

 Y N

Desired features:

Additional considerations:

Intended deliverables: