Roadmap for
A New Rock Hall Web Presence

AD-HOC ROCK HALL WEBSITE ADVISORY COMMITTEE

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EXECUTIVE SUMMARY

The Ad-Hoc Rock Hall Website Advisory Committee (Committee) aimed to identify the technical issues associated with improving the Rock Hall website while at the same time reducing costs. The Committee examined how the procurement process can affect the functionality and usability of the current website. Taking into account the experiences of other municipalities, the Committee concluded that a new approach is necessary in order to satisfy the two purposes of the website: to provide information for visitors, and to engage effectively with Rock Hall citizens.

The Committee recommends that Rock Hall:

- create a clearly defined contract with the current vendor that defines data ownership, domain ownership, and website duties including technical support and content management;
- develop retention and access policies for official email, enforce the use of official email addresses for both elected officials and town staff, and utilize a more user-friendly email application;
- establish a separate domain name (rockhallmd.gov) for the government related portions of the website; and
- announce a Request for Proposals for a new website, combining information for citizens and visitors, with a target date of July 1, 2014 for online launch.

INTRODUCTION

The Ad Hoc Rock Hall Website Advisory Committee (Committee) was formed in the summer of 2013, through a vote of the Town Council (Council), with the charge of making recommendations of how to achieve an effective and economical website in compliance with the law and to issue a written report to the Council. The Committee was not charged with the redesign of the website. This Report contains the Committee's findings and recommendations.

Before the Committee met for the first time, the Chair attended a meeting of the Greater Rock Hall Business Association (GRHBA) to explain the goals of the committee.

The Committee met regularly in open meetings announced on the Rock Hall website, and kept in touch via email. The Committee: studied the Kent County, Rock Hall, and associated websites; identified areas for Committee consideration; examined Chestertown's December 2010 website RFP to better understand the challenges of the procurement process; developed a questionnaire and contacted other small towns in Delmarva and around the country; and drafted this Report.

The Draft Report was made available for public comment at the beginning of December 2013. It was presented to the Council at a workshop on December 30, 2013, and again at a special public meeting on January 15, 2014. The presentation materials for the January 15 meeting can be viewed at http://frostmarch.com/rockhall.pdf. Feedback and comments from the public were taken into consideration and some changes were made. The Chair of the Committee also met with the Kent County Tourism Board on January 29, 2014.

This Report is divided into the following sections:

Website Concerns: Areas identified for potential improvement.

Website and Email Fundamentals: A discourse on today's web state-of-the-art.

Questionnaire Results: Summary of results; copy of the questionnaire is in Appendix A.

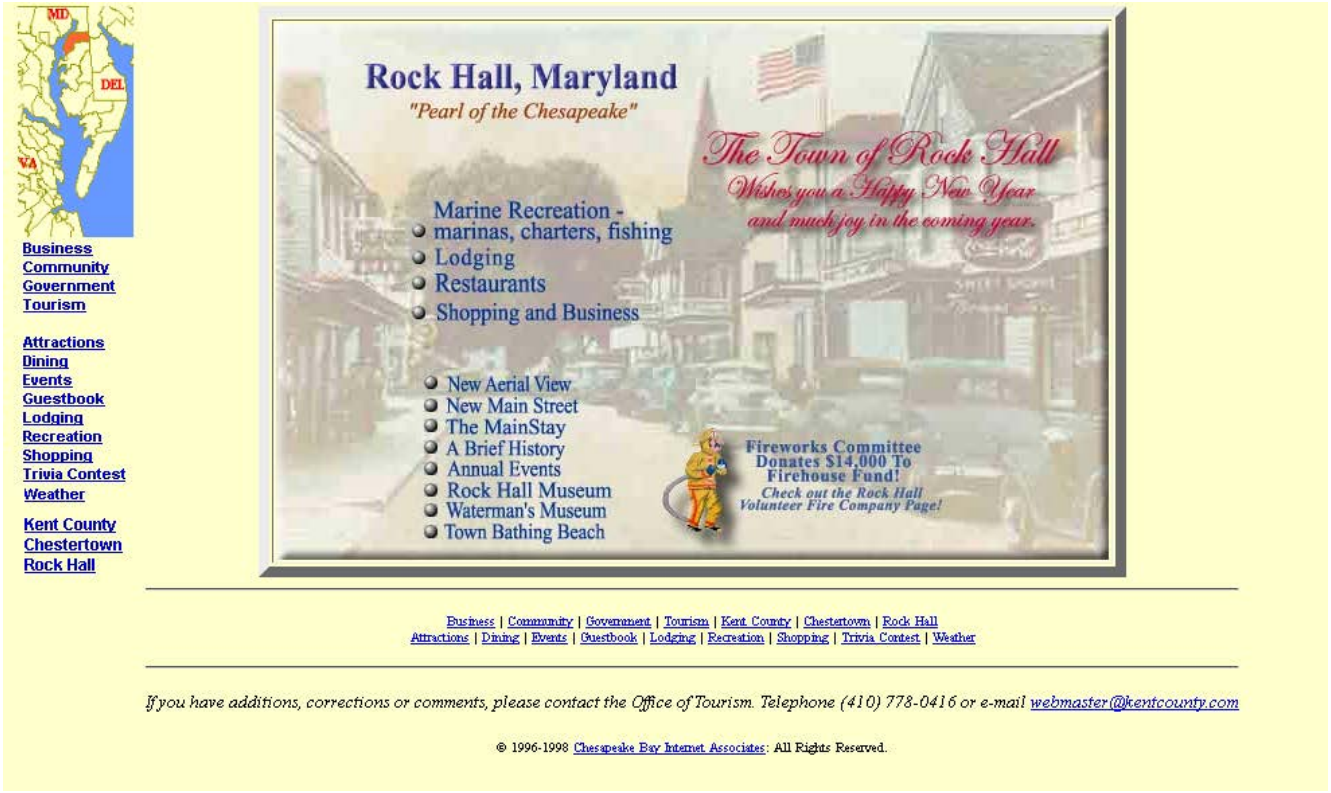
Recommendations: Our solutions for the Council, including a notional timeline

WEBSITE CONCERNS

Background

The Rock Hall website, www.rockhallmd.com, contains both tourist-oriented (events, restaurants, marinas, inns, shops, etc.) and municipal government related information (contact information, Council meeting minutes, etc.). It was first established around 1996, and its design was last updated in April 2007.

An informal inventory in January 2014 revealed that of the 320 URLs on **rockhallmd.com**, 240 pages were government related, 33 pages were tourism related (mostly the business directory), 17 pages belonged to Rock Hall museums, 8 pages were community related, and 25 pages were held by Rock Hall businesses. (See Appendix B- Inventory)



Rock Hall Website, April 1999

Business
Community
Government
Tourism

Attractions
Dining
Events
Guestbook
Lodging
Recreation
Shopping
Trivia Contest
Weather

Kent County
Chestertown
Rock Hall

Welcome to Rock Hall, Maryland

The Rock Hall Trolley

Rock Hall, Maryland is an unspoiled waterfront town on the Eastern Shore of the Chesapeake Bay offering magnificent harbors, many fine marinas, a broad spectrum of lodging facilities and restaurants, as well as a host of recreational opportunities.

Local Links

Business Establishments

Marinas, sailing & fishing charters, other marine oriented pages

Lodging: Bed & Breakfasts, Hotels, Motels

Restaurants

Museums:
The Rock Hall Museum
Tolchester Revisited
The Waterman's Museum

Annual Events

Main Street

Government Page

Rock Hall Weather

1707 - 2007!

Make plans in advance to attend the many events planned next year to celebrate
THE ROCK HALL TRICENTENNIAL YEAR!
Click here for more information about Tricentennial events

Join Our Mailing List for the THE ROCK HALL TRICENTENNIAL
Email: Go

Privacy by SafeSubscribe℠

Goings on about town

- **March 1st: 7:30pm** - The Mainstay-Cafe Mainstay Max n' Friends House Band, led by Chuck Redd

- **Saturday, March 17th: 8 pm - Midnight**
  St. Patrick's Day Benefit Dance for Craig Beck
  Music donated by the Bobby Kelley Band.
  Sgt. Preston Ashley American Legion
  on Sharp Street.

  Craig is the 11 year old son of Billy "Crash" and Chrissy Beck of Rock Hall, who was diagnosed with Luekemia in July 2006. He has been hospitalized at Johns Hopkins for 6-weeks now due to complications from Chemotherapy.

  If you have any questions, please call:
  410-778-7970 (day) or
  410-639-7113 (evenings). Thank You!!

For more information about these events and more, please go to our Events Calendar.

Other Local Links

THE MAINSTAY

Artists of Rock Hall

The Reuben Rodney Gallery

The Rock Hall Trolley

The Beach

E.N.I. Bird Refuge

Local Phone Numbers

Friday Sailboat Racing

Volunteer Fire Company

The Public Library

Rock Hall Business Association

The Rock Hall Yacht Club

Really Great Cats Rescue

Capt John Smith
Reenactment voyage stops in RH July 17th 2007

If you have additions, corrections or comments, please contact the Office of Tourism. Telephone (410) 778-0416 or e-mail webmaster@rockhallmd.com

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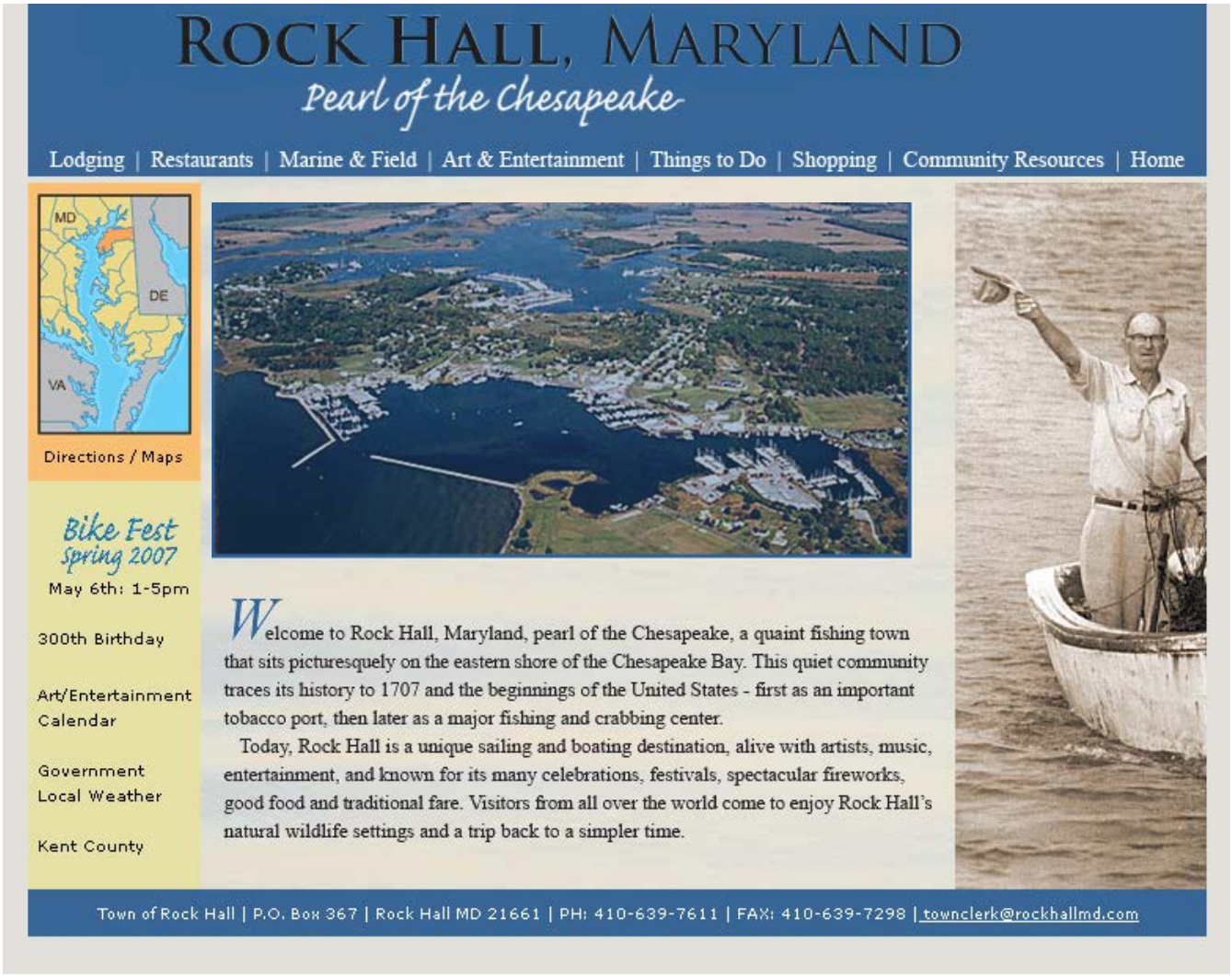
Rock Hall Website, March 2007



Rock Hall website, April 2007

Cost and Legal Issues

Lack of transparency: The annual amount paid to the current vendor is high by industry standards for a website with no special features, and Rock Hall has not been provided a breakdown of the amount into design, hosting, hourly rate for content management, domain name registration, etc., nor are hours spent on the site provided. After the draft Report was published in December 2013, the Committee obtained a memo dated May 2013 from the current vendor (Appendix C), but it described all the services as a package. According to this memo, the all-inclusive fee for the website was supposed to cover the cost of a redesign every 4-5 years. The vendor offered a 20 percent discount if the town would sign a three year contract. The vendor also offered a 40 percent discount if the town split off its government section.

Procurement Rules: Rock Hall Code (Section 712) provides that any budget expense over $5,000 must be competed. This has never occurred, despite that the town is paying $10,000 per year to the vendor.

Lack of Contract: No contract between the vendor and Rock Hall exists for the website.

Private Clients: There are a number of Rock Hall businesses whose websites exist as subpages of the **rockhallmd.com** domain. (see Appendix B – Inventory) At the January 15 public meeting, the vendor said that these businesses pay him $150 annually. However, there is no extra registration or hosting cost for maintaining a subpage on a domain. This raises ethical concerns that the vendor is making extra money from private clients using the town's domain name.

Content Management

Duplication: The vendor enters tourist-oriented information for all of Kent County into a database that distributes information to www.rockhallmd.com, www.kentcounty.com and www.chestertown.com, who are all clients of the same vendor. As a result, the Town and County are each paying to display the same data about Rock Hall, which is only entered once and is kept on a single database for all three clients.

Business Information Out-of-Date: It is unclear who is responsible for alerting the vendor to add or remove Rock Hall businesses to its database. There are no written procedures. As a result, for both the Rock Hall and Kent County websites, there is inaccurate information on current businesses. For example, the "shopping" section contains many businesses that closed years ago. Another example is the lodging section. Some of the bed and breakfasts no longer use Webervations, which leads users to mistakenly believe there are vacancies.

Fresh Ideas Needed: Rock Hall does not have any staff, full or part time, devoted to tourism despite its significant importance to the local economy. As a result, new multimedia tools are not being utilized. For example, promotional videos could be posted on the website. A "harbor web cam" could be mounted at the Clam House and stream live images. Furthermore, strategically targeted compilations of the tourism information could be introduced. Many town tourism websites include a "weddings" category.

Government Information Not Updated Frequently: The government side of the website is time consuming for the town staff to update because it must be done directly in HTML. There is no user-friendly content management system. For this reason, information such as meeting agendas, and even meeting announcements, cannot be provided in a timely manner. The list of committee members (Planning & Zoning, Board of Appeals, Supervisors of Elections, Parks & Recreation, and Museum) is completely out of date and no meeting minutes are posted for these committees.

Does Not Facilitate Communication: Interactivity between the residents and the town website is limited. Information is provided, but the only way of contacting the town or its officials is via email. There are no email alerts for meetings, bid opportunities, etc. Some improvement has been made in this area recently with the new social media policy that has allowed Rock Hall to create the Town Facebook page and Twitter account, in addition to signing up for the Code Red service.

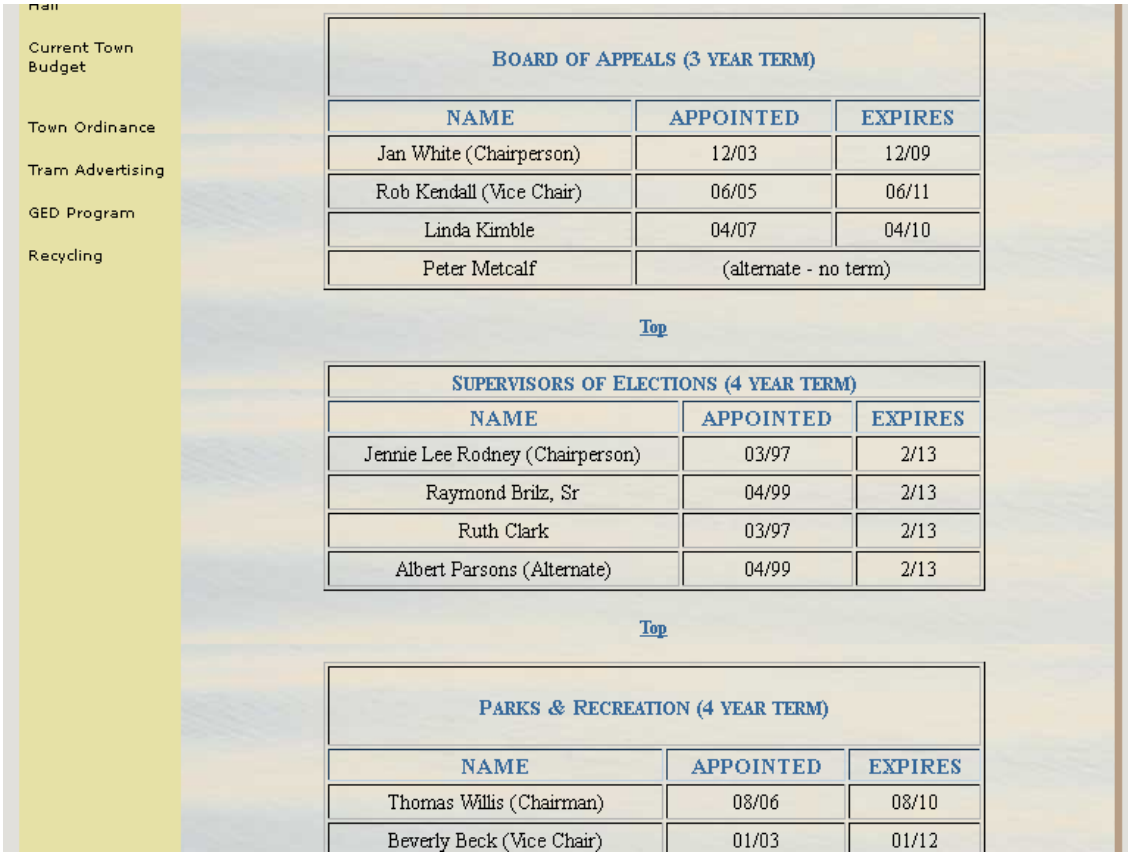
Information is out of date

Long gone stores:
By the Bay Consignments
Fishbone's
Rock Hall Gallery
Sauced on Main
Stuff & Things

Wrong Addresses:
Hickory Stick
Mermaid of the Rock
Eagle Hill Florist

Not shown:
Baycraft on Main
Rock Hall Village
New Oyster Court Stores
Hairnet
Any real estate agents

Slide from January 15, 2014 presentation



Committees website (January 2014)

Who Owns the Website?: The website domain is registered to the vendor instead of the Town. The vendor has indicated a copyright on the website. Intellectual Property Rights concerns have been raised. In the January 15 special public meeting, the vendor indicated that if Rock Hall selected a different vendor, he would not give the new vendor the existing data for the website nor the images.

Who Has Decision Making Authority?: The decision making process for creating a new design is unclear. Since the website contains both tourist/business information and government information, there are multiple stakeholders (including the Greater Rock Hall Business Association) and different target audiences.

E-mail

Liability as Result of Email Addresses Not Used: Several Council members and the town manager are not utilizing the @**rockhallmd.com** email domain. According to them, the current vendor's email agent (Horde) makes it burdensome to use the email function. This has substantial legal repercussions for records management and for compliance with the Maryland Public Information Act. The town has established neither a retention policy nor an access policy for official emails, and any emails are automatically deleted from the server after two weeks. In addition, security issues with email addresses not on the **rockhallmd.com** domain cannot be addressed by the webmaster.

Forwarding: It is unclear whether existing email addresses such as mayor@rockhallmd.com are forwarded to personal email accounts or being read through the interface provided. The practice of forwarding emails, while convenient for the user, is bad for recordkeeping.

Technical requirements

Improvements: Due to the absence of a contract, a lack of understanding on what is covered by the current annual fees, and no clear procedure for reviewing the website content and design, there is no process by which improvements could be either offered by the vendor or demanded by the Council or town manager. There is also no way to judge whether any improvements requested are technically reasonable, should be covered by the standard fee or, if not, how much they should cost, etc.

Website Features for Different Needs: Requirements for tourist-oriented information and government-related information seem to be significantly different. For example, the visitor information is not changing on a regular basis, except for the calendar, but the government is expected at a minimum to provide meeting announcements, agendas, minutes, etc. In the future, if Rock Hall wants to provide a way to pay utility bills online, apply for permits online, etc., a more sophisticated infrastructure would be required.

Information Sharing: The current database setup, where **rockhallmd.com** shares data with **kentcounty.com**, creates a vendor lock-in situation. Neither client can make a decision about the vendor without affecting each other. There are concerns whether a new vendor could replicate the same information, either by sharing information electronically with kentcounty.com or starting over. This is particularly important in the case of the events

calendar, which is basically managed by the County but events taking place only in Rock Hall are shown on **rockhallmd.com**.

Website not easily viewable on smartphones: The Rock Hall website URL, when put into a mobile device such as an iPhone, is not easy to navigate.

No in-website search: Many websites these days offer the ability to easily search within a website. In particular, the meeting minutes are not searchable. They only are accessed according to the date and the year.

Search Engine Optimization: The vendor claims that Search Engine Optimization (SEO) is included in the cost of the website. However, a diagnosis of the website revealed that it failed several key SEO parameters: for example, meta descriptions, meta keywords, headings, text/HTML ratio, and XML sitemaps. It does not employ Google Analytics, which is a common method for analyzing visitor patterns.

Technical Responsibilities: As it currently stands, without a contract, the technical duties and the content management duties of the webmaster are not clearly defined. The vendor performs both roles, but the town office staff is also responsible for some content management.

WEBSITE AND EMAIL FUNDAMENTALS

History: While The Internet was created by the U.S. Department of Defense Advance Research Project Agency (ARPA) in the late 1960s, the World Wide Web did not exist for the public until 1993. Internet domains, such as **rockhallmd.com**, are managed by the Domain Name System (DNS) which was first available in 1984.

Domain Names*:* Most domains are purchased through and administered by Internet Registrars. Some domains, such as those ending in .mil and .gov, are not typically purchased, but instead granted by appropriate governmental authorities.

The owner of a domain can in turn create sub-domains: **rockhallmd.com** could have the sub-domain **hutch.rockhallmd.com**, which could be an entirely separate website. Additional sub-domains are unlimited and they do not require any further cost or registration.

Web Server Cluster with Shared Storage

Photo: Mike Shelby, Creative Commons Attribution 2.0 Generic

Web Hosting: Websites are hosted on Hypertext Transfer Protocol (HTTP) servers. When a user looks up a page on the web, DNS locates the correct HTTP server, and presents the page to the requester. An HTTP server can host hundreds of different sites, each of which may contain thousands of pages.

Through a method called Virtual Hosting, or shared web hosting, a single server or pool of servers can run many websites operated by multiple owners. A large hosting provider maintains a datacenter with redundant power, air conditioning, backups, application updates/patches, and an around the clock staff and provide a massive economy-of-scale, which is considerably cheaper than to care for it in-house. Below are examples from providers as of November 2013.

Name of Virtual Host Package	Cost	Features, software, etc.
Dreamhost Basic	$8.95/month	MySQL, Perl, Python, Ruby on Rails, IMAP and POP email, Unix Shell, Lists, Blogging
Dreamhost Advanced	$29.95/month	SSL Certificate, Dedicated IP address, Secure Directories, Anonymous FTP, Private Server, Root Access, CMS, Statistics
1&1	$14.99/month	Content Delivery Network, SSL, MySQL, Drupal, Wordpress, Zend framework
GoDaddy	$14.99/month	SSL, MySQL, Premium DNS, Malware Scanner

Website Software: A web site may also utilize back-end databases that contain calendars, searchable and indexable reports, or storage for user-inputted information. Modern servers provide an easy to use yet robust administrative environment that allows for easy edits and fast publishing by non-technical staff; these servers are often called Content Management

Systems (CMS). A well-tuned HTTP server, database, and CMS allows for strong-yet-flexible website management. Web designers increasingly prefer CMS because it allows them to focus on the creativity of the design rather than the functionality. As one example, CMS can automatically incorporate Responsive Web design (RWD), which provides an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors). This is very important as almost half of all web viewing is done by mobile devices such as smartphones.

Most modern websites collect analytic data on details such as number of unique visitors, geographic range of visitors, system health, bandwidth reporting, and how often each link or picture is clicked. These reports can give Rock Hall insight on how well its website is working.

Responsibilities: The technical and visual aspects of a web site are often, but not always, split into multiple roles. The webmaster is typically responsible for look and feel, graphic design, and site content. A system administrator usually cares for the hardware, software patches, and general security of a site. One person can certainly perform both roles.

In the case of Rock Hall, the webmaster may be a town employee who manages content, calendar updates, and otherwise keeps site data current. The website provider could be responsible for the basic appearance of the site, and for technical support (page and memory errors, disk space, DNS configuration, etc). A reputable web hosting vendor should provide hardware support and a number to call when deep technical issues arise. Ultimately the hosting vendor is responsible for the "metal" that the site runs on.

By separating the roles of design, content management and technical support, the annual costs for a website can be reduced. Here are some examples of companies that provide website design services for small towns.

	First Year including design	**Subsequent Years including support**
Company A (Based in Manhattan, KS)	$9,500	$2,500
Company B (Based in Maynard, MA)	$4,500	$1,500
Company C (Based in Minneapolis, MN)	$4,525	$750
Company D (Based in Lantana, FL)	$7,000	$300

Email: Electronic mail ("email") is transferred between domains using the Simple Message Transfer Protocol (SMTP). When a user sends an email, DNS looks up the Mail Exchanger, or MX record, for the recipient's domain. The sender's Message Transfer Agent (MTA) then opens up an SMTP connection with the recipient's MX server. The MX server delivers the message to the recipient's MTA. Finally, the recipient views the message with a mail user agent (MUA). These transfers are typically logged by every system that the message passes through, an important part of audit and non-repudiation.

Mail user agents generally use one or both of two available client protocols:

- Post Office Protocol version 3 (POP3) - usually downloaded onto the user's personal computer, although it can be configured to leave copies on the server.
- Internet Message Access Protocol (IMAP) - displayed directly from the server. IMAP is an improvement over POP3 in that the messages can be viewed from multiple locations, including a standard web browser.

There are also proprietary email systems, such as Microsoft Exchange and Lotus Notes, that utilize their own internal client protocols.

The provision of email services as part of virtual hosting is commonplace. The host manages the mailboxes. They also provide read access to the logs so that a webmaster can troubleshoot.

Email Retention: The State of Maryland maintains a web page with recommended email retention policies for state, county, and local governments at

http://msa.maryland.gov/msa/intromsa/html/record_mgmt/email_policy.html

To summarize, emails that include but are not limited to laws, rules, court decisions, policy directives, minutes, births, deaths, and marriages are to be considered of permanent value and kept indefinitely. Other emails related to official business should be kept for a specified number of years. The contents of employee inboxes should be transferred to archival storage at specified times.

Official email communications of a local government are subject to Maryland's Public Information Act (PIA), therefore a clear procedure is needed. A webmaster – who has access to all email for security reasons – should not be allowed to release emails to others without a formal request, and records of the requests should be maintained. This includes both internal and external requests.

QUESTIONNAIRE RESULTS

Members of the committee reviewed several dozen small town websites on Delmarva and around the country, asking about their website experiences. (See Appendix A – Survey) Having spoken with several towns regarding their websites, the following features seemed to be what made the site "work" for them:

- Have online forms that are automatically sent to the right person, with verification that the message was sent and accepted.
- Online payment and billing capabilities
- Tools that make the site easy to change and update, including photos, calendar updates, and alerts.
- Allow users to sign up for email alerts regarding meetings, new rules, office closures, etc.
- Easy method to contact the webmaster or the website provider for questions and support.
- Train at least two staff or volunteers on how to properly update the site.

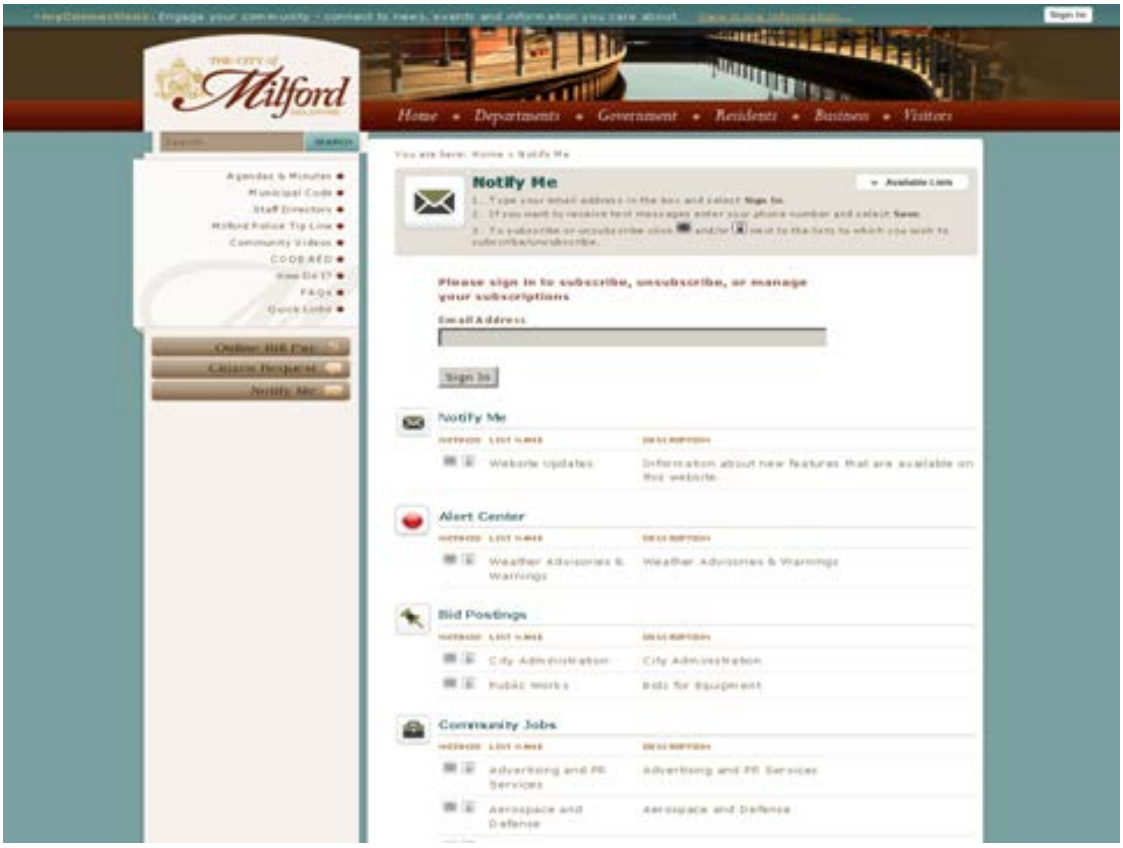
One common thread that we saw in the best sites is that they were inclusive of all their citizens. Information was readily available, community pride quite visible, and the sites encouraged participation between government and the public; very much an "all for one and one for all" mentality that Rock Hall shares.

The following towns participated in our survey:

Milford, DE	http://www.cityofmilford.com
Church Hill, MD	http://www.churchhillmd.com
Millington, MD	http://www.millingtonmd.com
Astoria, OR	http://astoria.or.us
Chesapeake City, MD	http://www.chesapeakecity-md.gov/
Howard, SD	http://www.cityofhoward.com
Queen Anne's County, MD	http://www.qactv.com/

The readers of this Report are highly encouraged to visit the links listed above to see the website features that were incorporated.

Below is an example from the Town of Milford's website of how users can sign up for a variety of email alerts.



Milford, DE sign-up page for email notifications

Some towns have multiple websites because the town operates a resident-oriented website and the town's chamber of commerce operates a visitor-oriented website. Multiple websites with overlapping areas have an inherent risk of providing conflicting information unless diligent efforts are made to synchronize them.

Examples of these on the eastern shore:

Chesapeake City (pop 686)
http://chesapeakecity.com/
http://www.chesapeakecity-md.gov/

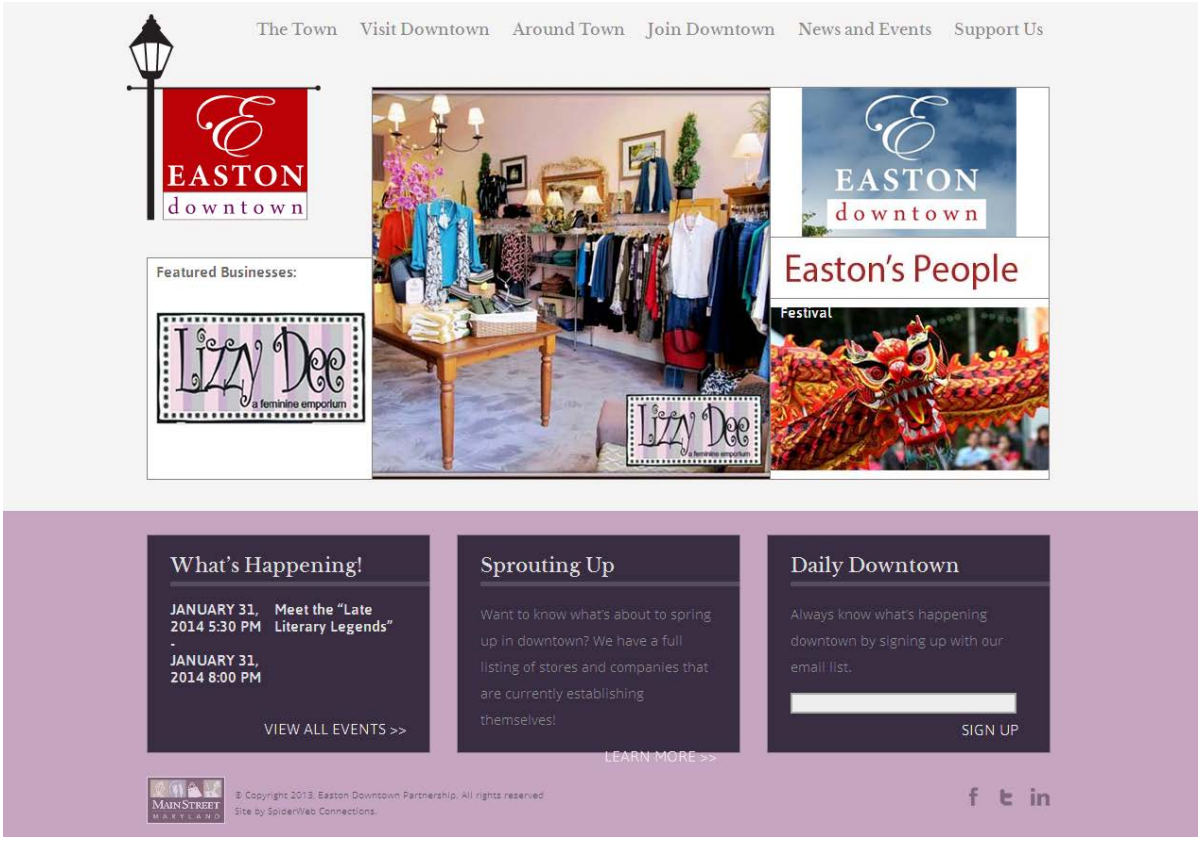
St. Michael's (pop 1,020)
http://www.stmichaelsmd.org/
http://www.townofstmichaels.com/
http://www.stmichaelsmd.com/

Easton (pop 16,500)
http://www.town-eastonmd.com/
http://www.eastonmd.org/
http://discovereaston.com/

Town of St. Michaels, government website

Town of St. Michaels Chamber of Commerce tourism website

Town of St. Michaels tourism website operated by Patriot Cruises



Tourism website "discovereaston.com," partially funded by Main Street Maryland

RECOMMENDATIONS

Interim Steps

The Committee urges the Council to take the following interim steps, regardless of whether or not it accepts our “roadmap” recommendations:

1. A contract should be drawn up between the Town of Rock Hall and its web services provider.

2. A non-elected position of the Town of Rock Hall should own the domain, such as the Clerk-Treasurer or Town Manager. Note that it does not have to be registered to the actual person who currently fills the position; it can be registered to the position itself. Before the transfer of ownership, private clients of the vendor should be removed from the **rockhallmd.com** domain, with redirects from the old URLs to each new URL.

3. Clearly define data ownership: Rock Hall should own all town-related data (facts, text, and images).

4. Clearly define who is responsible for changes to the site: Are all changes made by the provider, are changes made by a town employee, or a combination? Procedures should be put in place for major site alterations, with costs specified.

5. All Rock Hall government email should go through Rock Hall domain mail servers, for legal and security reasons. The vendor should utilize a new, more user friendly email agent. The town should devise and implement appropriate retention and access policies for official email.

Roadmap for a New Rock Hall Web Presence

The Committee recommends that the Town of Rock Hall's current website be split into two separate domain names, one for government and one for tourism. However, ***Rock Hall should seek a vendor who can design a comprehensive website that suits both the needs of the citizens and the needs of the visitors.***

Currently over 75% of the web pages on **rockhallmd.com** are either government or community related. (See Appendix B) The vendor claimed at the January 15 public meeting that the tourism part of the website was more valuable because it attracts more traffic. It makes sense that citizens do not consult the current government pages as often they would with a more interactive, up-to-date site. Because the information on the government site is so outdated, meeting agendas and background on items to be discussed are not provided, and the minutes and the code are not searchable, citizens do not use the government site.

In his memo (see Appendix C) the vendor offered to reduce the cost of the website by 40 percent if the government website were split off. This amount would be $6,000, which is still over the procurement limit.

The price examples listed in the chart earlier in this Report from other companies that design municipal websites include the entire cost – government information/services, tourism information, etc. Thus, a Rock Hall website could have a "Visitors" tab for no additional cost. Everything, including a business directory, could be easily maintained by a Content Management System (CMS).

The Committee recommends that under the new website:

a. Mail services should be configured for **rockhall.gov**, through which all government mail would transfer.

b. The site should contain up-to-date and easily searchable information about agendas, committees, meetings, minutes, and any other municipal information. The committee recommends the installation of a CMS to make editing these pages easy for non-technical users at the town office. While it may be more expensive upfront to have a CMS, it will greatly reduce annual cost and enhance information availability in the long run to turn this responsibility over to the town.

c. The contract should clarify who designs the site ("look and feel"), who is responsible for content and data updates, and who is responsible for technical support. When asking for bids, each of these aspects will have a cost associated with it. The design of the website should be a one-time cost not an annual cost. However, it is conceivable that the website designer will provide technical support and liaison with the web host as needed.

d. The Town should meet with a focus group a monthly basis to ensure that the business directory is up to date and to give the community a role in the marketing strategy.

If the current vendor does not bid on the new website, or does not win the bid, the Committee recommends that Rock Hall make an arrangement for its website to exchange information electronically with Kent County's database for the events calendar. The new Rock Hall calendar would match the "look and feel" of the new website, but contain the same Rock Hall events information as the Kent County online calendar. This way, events would continue to be managed centrally by Kent County's Office of Tourism and Economic Development, and there would be no need to submit events separately to Rock Hall.

Once the new website is launched, the Committee recommends that Rock Hall ask Kent County to discontinue its listing of Rock Hall businesses, and instead link directly to the Rock Hall website so that there is only one source for this information.

Request for Proposals (RFP)

The committee is vendor neutral and will not recommend a vendor, or participate as bidders themselves. However, the Committee offers its assistance to draft the RFP and provide technical assistance as necessary to evaluate bids. Given that the new fiscal year begins in July 2014, it is important to start this process immediately.

It also essential that Rock Hall does not include any geographic proximity criteria in the bid solicitation. In order to get the best quality website for the best price, the bid must be based on true competition. Local designers can be encouraged, but they must be able to match the skills, services, and costs offered by companies nationwide.

That said, Rock Hall is highly dependent on tourism for its economy and thus the selection of a quality website vendor is very important. The RFP should ensure that the winning vendor has a solid reputation. This can be accomplished by asking for at least three examples of websites that the bidding vendors have designed, along with contact information for the clients of the websites so that the town could follow up to check on their satisfaction.

The Committee strongly suggests that after the Council selects a vendor for the website, the design process should be managed by the Town Manager and his staff. They, in turn, should convene a focus group of the town's stakeholders to solicit feedback throughout the process and on a regular basis after the website is launched. The focus group should include, at a minimum: the Council's Communications Liaison; at least one person with a technical background; 2-3 private citizens; a member of the Museum Committee; and one representative from each of the town's visitor-oriented business categories – e.g., lodging, marinas, restaurants, retail shopping, real estate, and recreation. Furthermore, the focus group participants should be recruited by the Communications Liaison, in order to ensure an appropriate balance and diversity of stakeholder viewpoints about the website.

Other Options

There were options that the committee considered and found that the downsides outweighed any positives. Our reasons for not recommending these options are explained below:

1) ***No change, continue with current service model*:** The town cannot legally continue its website with neither contract nor a bidding process. Rock Hall currently pays $10,000 per year for the website—all purchases above $5,000 must be put to bid, which has never been done for the entire history of the website. Waiving this bid could put the town into a delicate situation with other large purchases and sets a bad precedent. The Committee also identified the problems listed in this Report with the current service model.

2) ***Separate government website, transfer tourism website of current vendor to Kent County as a subdomain:*** Under this proposal, using HTTP redirection the domain **rockhallmd.com** would redirect to the subdomain **rockhall.kentcounty.com**. Anyone who attempts to access **rockhallmd.com** would be automatically redirected to **rockhall.kentcounty.com** and see the same pages they see now. The cost of maintaining registration of **rockhallmd.com** for this redirect would be approximately $7 per year. This sub-domain could also be accessed through Kent County's existing "towns" link or on a newly created tab or link on the **kentcounty.com** homepage.

   The Committee's December 2013 draft Report recommended this option because the business community appeared to be satisfied with the current vendor. However, after extensive discussion with the stakeholders, the Committee now believes that the financial and legal issues associated with this option are not easily surmountable.

Ultimately, money would not be saved and it is unclear whether the quality of the website would improve. The Committee is grateful, however, to the Office of Tourism and Economic Development for their willingness to cooperate with Rock Hall.

3) ***Separate government website, GRHBA maintains tourism website****:* Some members of the Greater Rock Hall Business Association (GRHBA) have suggested that the town should give money from its own budget to GRHBA, who would then be in charge of the tourism website for Rock Hall. We do not recommend this. First, this could potentially be seen as a gimmick to evade the procurement rules. Secondly, the GRHBA would be given taxpayer money, yet have no accountability on how it is spent. Despite the prevalent attitude among GRHBA members that lodging taxes should be spent by the tourism businesses themselves, the reality is that these taxes are collected by law and the Town has the sole authority on how to spend them. In fact, the FY14 budget contains tourism-related expenses of over $57,000, while the lodging tax is projected to be only $32,000. Thirdly, there is a concern that only GRHBA members would be listed on the website.

   If the GRHBA wants to be in control of a tourism site for the town, we recommend that it be funded in a self-sufficient manner, similar to other chambers of commerce. For example, the GRHBA could charge an annual fee to any business whose link is posted on the tourism site. This would guarantee equal opportunity and also ensure that when businesses close and no longer pay the annual fee, they would be removed from the site. Separating the website into two domain names will allow the future possibility for the town to transfer ownership of **rockhallmd.com** to GRHBA, if they are willing to fund it without taxpayer money. In the meantime, the town should proceed with its own website including a business directory for visitors.

Notional Timeline

February 2014:

- Vote to move forward with the plan.
- Task Ad-Hoc Website Advisory Committee with the drafting the RFP
- Implement urgent recommendations with current vendor (contract until June 30, 2014, with monthly extensions if needed).

March 2014:

- The draft RFP reviewed by Council, Mayor, Town Manager, staff, lawyers
- Post RFP on website

April 2014:

- Deadline for proposals
- Select vendor, sign contract

May/June 2014: Build and test new website (meetings with focus group)

July 2014: Launch new website (to coincide with new fiscal year)

Appendix A - Survey

Questionnaire – Town Websites

Name of town:
Approx. population:
URL address of town's website:
Year website established:
Last year website was redesigned:

1. Your webmaster is:
   - ☐ Government-paid staff
   - ☐ Outsourced/Contracted
   - ☐ Volunteer

2. Are you linked with other government websites? Check all that apply.

   - ☐ State government
   - ☐ County government
   - ☐ Other local governments

3. Email (check all that apply)

   - ☐ We use email addresses with our domain name for official communications
   - ☐ We publish our personal email addresses on the town website
   - ☐ We automatically forward official email with our domain name to our personal accounts
   - ☐ We are connected to our official email via mobile devices

4. What are your best 3 features of the website?

5. Please describe how your town's website is updated on a regular basis. Are there written procedures? Is there a chain of approval? Who contacts the webmaster? How often is it updated (daily/weekly/monthly)? etc.

6. Financial information
    - Who pays for the website?
    - How much are you paying per year?
    - What was the cost for the design?
    - How much do you pay the webmaster per hour?
    - Who pays for hosting? (please select) Town if "other":
    - Who pays for the domain name registration? (please select) Town
      if "other" please describe:
    - Can you provide a copy of your contract? Yes
    - Can you provide a copy of your RFP? Yes
    - Who is your hosting provider?

7. How do you track visitors?
   ☐ Google Analytics
   ☐ Hit counter
   ☐ Webmaster report (Frequency:)
   ☐ Other:
   ☐ We don't track visitors
   ☐ Don't know

8. Do you have any "lessons learned"? (mistakes, bad experiences, concepts that did not work out well, things you wish you could have avoided!)

9. Do you have any "best practices" you would like to share?

10. Are you currently considering any changes (adding/deleting)? If so, please describe.

Appendix B - Inventory

URL	Description	Category
http://www.rockhallmd.com/busassoc/index.php	GRHBA	business
http://www.rockhallmd.com/cats/	Really Great Cats Rescue, Inc. (now in Chestertown)	business
http://rockhallmd.com/cats/catap.htm	Really Great Cats Rescue, Inc. (now in Chestertown)	business
http://www.rockhallmd.com/intimidator/index.htm	fishing charter	business
http://www.rockhallmd.com/kathryn/	sailing charter	business
http://www.rockhallmd.com/legion/index.htm	American Legion	business
http://www.rockhallmd.com/misscarolyn/index.htm	fishing charter	business
http://www.rockhallmd.com/missginny/index.htm	fishing charter	business
http://www.rockhallmd.com/npoint/	North Point Marina	business
http://www.rockhallmd.com/npoint/covered.htm	North Point Marina	business
http://www.rockhallmd.com/npoint/nprates.htm	North Point Marina	business
http://www.rockhallmd.com/npoint/npslips.htm	North Point Marina	business
http://www.rockhallmd.com/npoint/picnic.htm	North Point Marina	business
http://www.rockhallmd.com/pastaplus/	redirects to rockhallpastaplus.com	business
http://www.rockhallmd.com/reuben	Rock Hall Gallery (broken link - no longer exists)	business
http://www.rockhallmd.com/rhliquors/	Rock Hall Liquors	business
http://www.rockhallmd.com/rockhallrailway/	Rock Hall Railway	business
http://www.rockhallmd.com/silverdolphin/index.htm	fishing charter	business
http://www.rockhallmd.com/springcove	Spring Cove marina **NOTE another websuite at http://www.springcoverockhall.com/	business
http://www.rockhallmd.com/springcove/layout.htm	Spring Cove marina	business
http://www.rockhallmd.com/swancreek	Swan Creek marina ** NOTE another website at http://www.swancreekmarina.com/	business
http://www.rockhallmd.com/swancreek/scabout.htm	Swan Creek marina	business
http://www.rockhallmd.com/swancreek/scdirs.htm	Swan Creek marina	business
http://www.rockhallmd.com/swancreek/scyard.htm	Swan Creek marina	business
http://www.rockhallmd.com/bigdip/index.htm	Event - big dip	community
http://www.rockhallmd.com/calendar.php	Rock Hall Events Calendar	community
http://www.rockhallmd.com/codeRed.php	Code Red signup	community
http://www.rockhallmd.com/community.php	Community Resources	community
http://www.rockhallmd.com/community2.php	County Wide Resources	community
http://www.rockhallmd.com/events/rhcrawl/index.htm	Event - Rock Hall Crawl	community
http://www.rockhallmd.com/gov/phonenos.htm	Local Phone Numbers	community
http://www.rockhallmd.com/library/index.htm	Kent County Library RH Branch	community
http://www.rockhallmd.com/gov/agenda.php	upcoming agenda	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=104	June 1, 2009 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=105	June 11, 2009 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=106	June 11, 2009 Budget hearing	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=107	June 11, 2009 Special Budget mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=109	May 4, 2009 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=111	June 24, 2009 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=112	July 9, 2009 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=114	August 3, 2009 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=115	August 13, 2009 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=117	August 31, 2009 Mayor and Council workshop mtg	government

http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=118	September 10, 2009 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=12	January 2, 2007 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=120	September 28, 2009 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=121	October 8, 2009 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=124	November 2, 2009 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=125	November 12, 2009 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=127	November 30, 2009 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=128	December 10, 2009 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=130	January 4, 2010 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=131	January 14, 2010 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=133	February 1, 2010 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=134	February 17, 2010 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=136	March 3, 2010 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=137	March 11, 2010 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=139	March 29, 2010 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=14	January 11, 2007 Public Hearing	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=141	May 3, 2010 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=143	April 8, 2010 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=149	June 10, 2010 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=15	January 11, 2007 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=150	July 8, 2010 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=151	August 12, 2010 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=152	September 9, 2010 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=153	October 14, 2010 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=155	November 11, 2010 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=156	December 9, 2010 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=158	January 13, 2011 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=16	January 29, 2007 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=161	February 8, 2011 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=163	March 10, 2011 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=166	April 14, 2011 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=167	May 12, 2011 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=168	June 9, 2011 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=170	July 14, 2011 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=18	April 12, 2007 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=180	August 11, 2011 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=181	September 8, 2011 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=184	October 13, 2011 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=185	November 10, 2011 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=187	December 8, 2011 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=189	January 12, 2012 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=19	April 2, 2007 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=191	February 9, 2012 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=193	March 8, 2012 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=195	April 12, 2012 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=197	May 10, 2012 Mayor and Council mtg	government

http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=198	June 14, 2012 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=20	February 26, 2007 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=200	July 12, 2012 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=202	August 9, 2012 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=205	September 13, 2012 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=207	October 11, 2012 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=209	November 8, 2012 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=21	February 13, 2007 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=210	December 13, 2012 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=213	January 10, 2013 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=214	February 14, 2013 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=216	March 14, 2013 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=217	April 11, 2013 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=224	May 9, 2013 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=225	April 11, 2013 Mayor and Council mtg (amended)	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=228	June 20, 2013 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=232	July 11, 2013 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=233	August 12, 2013 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=234	September 12, 2013 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=238	October 10, 2013 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=240	November 14, 2013 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=25	March 8, 2007 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=26	April 30, 2007 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=28	May 10, 2007 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=30	June 14, 2007 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=31	July 12, 2007 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=35	August 9, 2007 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=38	September 13, 2007 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=40	October 11, 2007 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=42	November 8, 2007 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=44	December 13, 2007 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=46	January 8, 2008 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=49	February 14, 2008 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=50	March 13, 2008 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=51	January 2, 2008 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=52	March 3, 2008 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=54	March 13, 2008 public hearing	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=55	April 10, 2008 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=56	April 10, 2008 Public Hearing	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=57	March 31, 2008 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=59	April 28, 2008 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=61	May 8, 2008 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=64	June 2, 2008 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=66	June 30, 2008 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=67	July 10, 2008 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=70	August 14, 2008 Mayor and Council mtg	government

http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=71	September 11, 2008 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=72	August 4, 2008 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=73	August 4, 2008 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=75	September 29, 2008 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=76	October 9, 2008 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=77	June 12, 2008 Budget Hearing	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=78	June 12, 2008 Special Budget mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=79	June 12, 2008 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=80	May 12, 2008 Budget workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=82	November 3, 2008 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=83	November 13, 2008 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=85	December 1, 2008 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=86	December 11, 2008 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=88	December 29, 2008 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=89	February 2, 2009 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=91	February 12, 2009 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=92	January 8, 2009 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=94	March 3, 2009 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=95	March 12, 2009 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=97	March 30, 2009 Mayor and Council workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=98	April 9, 2009 Mayor and Council mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_minutes.php?ID=99	May 11, 2009 Budget Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=103	June 1, 2009 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=108	May 4, 2009 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=110	June 24, 2009 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=113	August 3, 2009 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=116	August 31, 2009 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=119	September 28, 2009 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=123	November 2, 2009 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=126	November 30, 2009 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=129	January 4, 2010 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=13	January 2, 2007 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=132	February 1, 2010 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=135	March 3, 2010 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=138	March 29, 2010 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=140	May 3, 2010 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=144	June 2, 2010 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=146	August 30, 2010 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=147	October 4, 2010 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=154	November 4, 2010 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=157	November 29, 2010 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=160	January 3, 2011 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=162	January 31, 2011 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=164	February 28, 2011 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=165	April 4, 2011 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=169	May 2, 2011 Utility Commission and Workshop mtg	government

http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=17	January 29, 2007 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=178	July 5, 2011 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=179	August 1, 2011 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=182	August 29, 2011 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=183	October 3, 2011 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=186	November 2, 2011 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=188	January 4, 2012 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=190	January 30, 2012 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=192	February 27, 2012 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=194	April 2, 2012 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=196	April 30, 2012 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=199	June 6, 2012 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=201	July 2, 2012 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=204	September 4, 2012 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=206	October 1, 2012 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=208	November 1, 2012 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=211	November 28, 2012 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=212	January 3, 2013 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=215	February 4, 2013 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=218	March 4, 2013 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=219	April 1, 2013 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=221	April 29, 2013 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=229	June 3, 2013 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=229	June 3, 2013 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=23	April 2, 2007 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=231	July 1, 2013 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=231	July 1, 2013 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=235	September 4, 2013 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=236	September 30, 2013 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=237	July 29, 2013 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=239	November 4, 2013 Utility Commission and Workshop mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=24	February 26, 2007 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=29	June 4, 2007 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=32	July 2, 2007 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=34	July 30, 2007 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=36	September 4, 2007 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=39	October 1, 2007 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=41	October 29, 2007 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=43	December 3, 2007 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=47	January 2, 2008 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=48	February 4, 2008 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=53	March 3, 2008 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=58	March 31, 2008 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=60	April 28, 2008 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=62	June 2, 2008 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=65	June 30, 2008 Utility Commission mtg	government

http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=68	August 4, 2008 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=69	September 2, 2008 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=74	September 29, 2008 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=81	November 3, 2008 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=84	December 1, 2008 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=87	December 29, 2008 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=90	February 2, 2009 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=93	March 3, 2009 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/archive_utility_minutes.php?ID=96	March 30, 2009 Utility Commission mtg	government
http://www.rockhallmd.com/gov/archive_minutes/minutes_index2007.php	index for 2007 minutes	government
http://www.rockhallmd.com/gov/archive_minutes/minutes_index2008.php	index for 2008 minutes	government
http://www.rockhallmd.com/gov/archive_minutes/minutes_index2009.php	index for 2009 minutes	government
http://www.rockhallmd.com/gov/archive_minutes/minutes_index2010.php	index for 2010 minutes	government
http://www.rockhallmd.com/gov/archive_minutes/minutes_index2011.php	index for 2011 minutes	government
http://www.rockhallmd.com/gov/archive_minutes/minutes_index2012.php	index for 2012 minutes	government
http://www.rockhallmd.com/gov/archive_minutes/minutes_index2013.php	index for 2013 minutes	government
http://www.rockhallmd.com/gov/committees.htm	committees	government
http://www.rockhallmd.com/gov/council.htm	town council	government
http://www.rockhallmd.com/gov/Mayors_desk.php	mayor blog	government
http://www.rockhallmd.com/gov/Mayors_desk.php?ID=1	mayor blog	government
http://www.rockhallmd.com/gov/Mayors_desk.php?ID=11	mayor blog	government
http://www.rockhallmd.com/gov/Mayors_desk.php?ID=12	mayor blog	government
http://www.rockhallmd.com/gov/Mayors_desk.php?ID=16	mayor blog	government
http://www.rockhallmd.com/gov/Mayors_desk.php?ID=17	mayor blog	government
http://www.rockhallmd.com/gov/Mayors_desk.php?ID=18	mayor blog	government
http://www.rockhallmd.com/gov/Mayors_desk.php?ID=2	mayor blog	government
http://www.rockhallmd.com/gov/Mayors_desk.php?ID=3	mayor blog	government
http://www.rockhallmd.com/gov/Mayors_desk.php?ID=5	mayor blog	government
http://www.rockhallmd.com/gov/Mayors_desk.php?ID=7	mayor blog	government
http://www.rockhallmd.com/gov/Mayors_desk.php?ID=8	mayor blog	government
http://www.rockhallmd.com/gov/minutes_index.php	Index for meeting minutes	government
http://www.rockhallmd.com/gov/pdf/Budget.pdf	Budget	government
http://www.rockhallmd.com/gov/pdf/CAR2013-01.pdf	Charter amendment resolution	government
http://www.rockhallmd.com/gov/pdf/CAR2013-02.pdf	Charter amendment resolution	government
http://www.rockhallmd.com/gov/pdf/CAR2013-03.pdf	Charter amendment resolution	government
http://www.rockhallmd.com/gov/pdf/Ordinance2013-01.pdf	ordinance	government
http://www.rockhallmd.com/gov/pdf/RFP-Tennis-BBall-Courts.pdf	RFP	government
http://www.rockhallmd.com/gov/pdf/RH_Comprehensive_Plan_July_2011.pdf	Comprehensive Plan	government
http://www.rockhallmd.com/gov/pdf/RockHall_Website_Committee_Report_Draft.pdf	Website Committee draft report	government
http://www.rockhallmd.com/gov/recycle.html	recycling info	government
http://www.rockhallmd.com/gov/services.htm	Town Services	government
http://www.rockhallmd.com/gov/townCalendar.php	town meeting calendar	government
http://www.rockhallmd.com/gov/tram.html	Tram advertising	government
http://www.rockhallmd.com/gov/zfpord.htm	flood plain ordinance	government
http://www.rockhallmd.com/gov/zoning.htm	Zoning	government
http://www.rockhallmd.com/gov/zpermits.htm	building permits	government

http://www.rockhallmd.com/gov/ztblcont.htm	the zoning ordinance	government
http://www.rockhallmd.com/gov/challengeCommittees.php	Mayor's challenge committees (not linked to main site)	government
http://www.rockhallmd.com/gov/citizenCommittee.php	Citizens committee (not linked to main site)	government
http://www.rockhallmd.com/gov/businessCommittee.php	Business committee (not linked to main site)	government
http://www.rockhallmd.com/gov/WaterfrontCommittee.php	Watermen/waterfront committee (not linked to main site)	government
http://www.rockhallmd.com	Main page	main
http://www.rockhallmd.com/index.htm	main page	main
http://rockhallmd.com/museum/boatsandships.php	rock hall museum	museum
http://rockhallmd.com/museum/carving.php	rock hall museum	museum
http://rockhallmd.com/museum/contributors.php	rock hall museum	museum
http://rockhallmd.com/museum/directions.php	rock hall museum	museum
http://rockhallmd.com/museum/hpvideo_fast.wmv	rock hall museum	museum
http://rockhallmd.com/museum/hpvideo_slow.wmv	rock hall museum	museum
http://rockhallmd.com/museum/index.php	rock hall museum	museum
http://rockhallmd.com/museum/oldmap.php	rock hall museum	museum
http://rockhallmd.com/museum/otherexhibits.php	rock hall museum	museum
http://rockhallmd.com/museum/tryptiquepics.php	rock hall museum	museum
http://rockhallmd.com/museum/watermen.php	rock hall museum	museum
http://rockhallmd.com/tolchester/history.htm	tolchester revisited	museum
http://rockhallmd.com/tolchester/picture1.htm	tolchester revisited	museum
http://rockhallmd.com/tolchester/picture2.htm	tolchester revisited	museum
http://rockhallmd.com/tolchester/picture3.htm	tolchester revisited	museum
http://www.rockhallmd.com/museum/index.php	rock hall museum	museum
http://www.rockhallmd.com/tolchester/index.htm	tolchester revisited	museum
http://www.rockhallmd.com/artists	broken link (directory of artists?)	tourism
http://www.rockhallmd.com/arts.php	arts directory	tourism
http://www.rockhallmd.com/directions.php	directions page	tourism
http://www.rockhallmd.com/lodging.php	lodging directory	tourism
http://www.rockhallmd.com/lodging2.php?category=Campground	campgrounds	tourism
http://www.rockhallmd.com/lodging2.php?category=Inns	inns	tourism
http://www.rockhallmd.com/lodging2.php?category=Motels	motels	tourism
http://www.rockhallmd.com/lodging2.php?category=Vacation%20Rentals	vacation rentals	tourism
http://www.rockhallmd.com/lodging2map.php	lodging map	tourism
http://www.rockhallmd.com/marine.php	marine directory	tourism
http://www.rockhallmd.com/marine2.php?category1=Fishing%20Charters	fishing charters	tourism
http://www.rockhallmd.com/marine2.php?category1=Hunting	hunting	tourism
http://www.rockhallmd.com/marine2.php?category1=Marinas	marinas	tourism
http://www.rockhallmd.com/marine2.php?category1=Marine%20Services	marine services	tourism
http://www.rockhallmd.com/marine2.php?category1=Yacht%20Charters	yacht charters	tourism
http://www.rockhallmd.com/marine2.php?category1=Yacht%20Sales	yacht sales	tourism
http://www.rockhallmd.com/marine2map.php	marine map	tourism
http://www.rockhallmd.com/newChannel.php	announcement about harbor dredging	tourism
http://www.rockhallmd.com/restaurants.php	restaurants directory	tourism
http://www.rockhallmd.com/restaurants2.php?category=Carry%20Out	carry out	tourism
http://www.rockhallmd.com/restaurants2.php?category=Culinary%20Delights	culinary delights	tourism
http://www.rockhallmd.com/restaurants2.php?category=Restaurants	restaurants	tourism

http://www.rockhallmd.com/restaurants2map.php	restaurants map	tourism
http://www.rockhallmd.com/shopping.php	shopping directory	tourism
http://www.rockhallmd.com/shopping2.php?category=Antiques%20and%20Crafts	antiques & crafts	tourism
http://www.rockhallmd.com/shopping2.php?category=Clothing%20and%20Necessities	clothing & necessities	tourism
http://www.rockhallmd.com/shopping2.php?category=Food%20Wine%20and%20Mechandise	wine & merchandise	tourism
http://www.rockhallmd.com/shopping2.php?category=Gifts%20Jewelry%20and%20Floral	jewelry & floral	tourism
http://www.rockhallmd.com/shopping2.php?category=Hardware%20and%20Marine%20Supplies	hardware & marine supplies	tourism
http://www.rockhallmd.com/shopping2map.php	shopping map	tourism
http://www.rockhallmd.com/thingstodo.php	things to do directory	tourism
http://www.rockhallmd.com/visitor_center.php	visitor center	tourism
http://www.rockhallmd.com/beach	beach	tourism

Appendix C - Vendor Memo

CHESAPEAKE BAY INTERNET ASSOCIATES
Web Design and Hosting Since 1995
13168 Bloomfield Road, Kennedyville, MD 21645
Phone 410.348.5620 | wootton@cbiaweb.com

Tuesday, May 21, 2013

Mayor, Town Council and Town Manager:

In response to a request from the Mayor, I have reviewed the scope of the work CBIA performs for the town of Rock Hall and with this letter will detail the present situation and offer information on options that were mentioned at the last town meeting.

Why is the cost to Rock Hall higher than Chestertown?

From year to year the Rock Hall website is larger and requires more maintenance than The Chestertown site. Rock Hall has more major events to promote and more updates to the data bases. The average monthly traffic bandwidth usage of the Rock Hall site is one third more than Chestertown. Disk space usage on the server is more than double that of Chestertown. Rock Hall uses dedicated email addresses (xxx@rockhallmd.com). Back end support for a mail server can be both time consuming and requires additional software cost. Front end support is required when there is an issue with spam, viruses, and basic maintenance such as creating a new email account, phone support to assist in setting up new accounts or assisting in migration to a new mail software or other operational needs.

What is the current fee for the Rock Hall site and the Chestertown site?

The Chestertown site is $595.00 / month.
The Rock Hall site is $835.00 / month.

What is included in the fee?

- Site hosting
- Domain name fees
- email server
- Data base server

- Backend Server support and maintenance
- Unlimited phone support
- Unlimited page updates (including both static and data base driven pages)
- New pages as requested by the Mayor and Council or town office
- New pages as needed to promote major tourism events
- Monitoring and maintaining Rock Hall information on the Kent County site
- Photography services as needed including the occasional release of copyrighted images for use outside of the web site for promoting Rock Hall
- Total redesign and upgrade of the site every 4-5 years
  (The only additional cost would be the fee for new graphics or maps as needed. There would be no additional fees for design, production or the transfer of all page content to the new site)
- Organic Search Engine Optimization(SEO) to keep rockhallmd.com ranked in the search engines

What are some options moving forward to reduce costs?

- A discount would be available for an extended agreement for service.
  (Chestertown voted to extend the CBIA service for three years at a fixed cost)
- The government pages could be split out and hosted under another domain name.

What are the effects of separating the government pages from the rest of the existing site?

- A reduction in the monthly fee for the existing site off set by whatever cost are incurred to build, host and maintain the new site
- There would only be a link to the government page on the existing site
- The email accounts would have to be switched to the new government URL
  (with subsequent changes to any printed materials using the current email addresses)
- The existing site would benefit from being able to focus on Tourism and business related subject matter.

- CBIA support for the government pages would have to be replaced by either a new contractor or the office staff including but not limited to unlimited phone support, content updating, new page development if needed and email support both on the server and setup on individual mail clients.

Depending on the options chosen, price reductions of 20% could be made over the current fee. If the government pages are split off there would be additional fee reductions. If the government pages are split off and a multi-year agreement can be reached then the monthly fee could be reduced by as much as 40%. Costs incurred separating the government pages would be billed hourly and would be additional.

Chesapeake Bay Internet Associates, LLC

By: Michael C. Wootton Tuesday, May 21, 2013

Michael C. Wootton, member

Appendix D - Website Requirements

The Committee recommends that the following requirements be incorporated into the Request For Proposals (RFP) for the new website:

Technical

- Email system consistent with Rock Hall retention and access policies
- Content Management System
- Events Calendar compatible for data sharing with kentcounty.com
- Business Directory (searchable and also tabbed by category)
- Responsive Web Design
- Ability to search website
- Signup for e-mail announcements in a variety of categories
- Online forms (permits, etc.) and ability to submit these online with payment
- Online payment of utility bills, permits
- Archive of meeting minutes and meeting agendas (searchable by keyword/date)
- Hosting: backups, software patches, security protection
- Search Engine Optimization
- Periodic report of website analytics
- Ability to post video
- Ability to post live streaming, e.g., from webcam or other source
- Separate content into rockhallmd.com and rockhall.gov but with unified “look and feel”

Costs

Specify the following:

- design fee
- annual maintenance fee after first year
- hosting (included, or does Rock Hall pay directly?)
- email management
- technical support (per hour)
- content changes
- design changes

Vendor

- No limit on geographic location (but travel expenses not reimbursed)
- Must provide three (3) examples of prior website design and contact information for those clients
- Service Level Agreement that specifies guaranteed webmaster response times