



TOWN OF APPLE VALLEY

TOWN COUNCIL STAFF REPORT

To: Honorable Mayor and Town Council **Date:** November 13, 2012

From: Kathie Martin **Item No:** 12
Marketing & Public Affairs Officer
Public Information

Subject: REFRESH OF WEBSITE TO REFLECT NEW LOGO

T.M. Approval: _____ **Budgeted Item:** Yes No N/A

RECOMMENDED ACTION:

That the Town Council provide direction to staff on proceeding with implementation of new website look.

SUMMARY:

In the current fiscal year budget, Council approved \$2500 to refresh the look of the Town's website. The work has been substantially completed and staff is seeking direction to move forward and implement the new color scheme.

BACKGROUND:

The current Town website was launched in January 2008. A content management system allows us to keep the information up-to-date using in-house resources. However, our website has started to look dated. In particular, it still has the old logo. In light of current economic constraints, staff presented a low-cost option to improve the look of the website – essentially a digital paint job. There are other improvements needed to the website in both design and functionality, but all would require a more substantial expenditure. Staff could bring back a range of options if the Council so desires.

FISCAL IMPACT:

If applicable.