

Proposal for Website Redesign, Newsletter Integration & AI Drafted Meeting Summaries

Submitted to: Encino Neighborhood Council

Submitted by: Our Hometown

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1. Company Background & Relevant Experience

Our Hometown is a civic-focused digital services company with **over 30 years of experience building and managing websites for newspapers and local news organizations**. That background shapes everything we do: clarity, accuracy, accessibility, search visibility, and trust are not optional — they are foundational.

In recent years, we have applied this experience directly to civic and community organizations, including neighborhood councils and public-meeting–driven institutions. We understand how residents look for information, how agendas and minutes are consumed, and how transparency builds public confidence.

Our experience includes:

- Website development and hosting for local newspapers
- Nonprofit website design
- Public meeting summaries
 - Example from a recent Encino Neighborhood Council Meeting:
<https://www.publicmeetings.org/articles/uncategorized/encino-neighborhood-council-feb-2-meeting-summary/>
- Community newsletters and outreach systems
- Accessibility-first, mobile-responsive design

This combination of **journalism-grade information architecture** and **modern civic technology** is especially well-suited to the Encino Neighborhood Council.

2. Understanding of ENC Goals & Community Needs

Based on the RFP and ENC's shared website insights, we understand that:

- Organic search is the largest traffic source, making SEO and structure critical
- Many visitors are first-time users seeking orientation (boundaries, purpose, participation)
- Returning visitors depend on reliable access to agendas, minutes, committees, and events
- Social traffic is currently low and represents an opportunity for future growth

Our proposed digital communication platform is designed to support both **first-time discovery** and **ongoing civic participation**, while remaining easy for volunteers to maintain.

3. Proposed Digital Communication Platform

A. Modern, Accessible Website

We will redesign the ENC website to reflect Encino's character while maintaining professionalism and civic trust.

Key features include:

- Mobile-first, responsive design across all devices
- Accessibility-conscious structure aligned with ADA best practices
- Clear, intuitive navigation for:
 - Board and committee agendas & minutes
 - Calendar and events
 - Public documents and records
 - ENC boundaries and organizational information
- Search-engine-friendly page structure to support continued organic growth

The site will be built on **WordPress**, allowing ENC staff and volunteers to easily update content without technical expertise.

B. Newsletter & Community Engagement Tools

The platform includes an automated newsletter and integrated communication tools to help ENC grow and engage its audience:

- Newsletter sign-up forms throughout the website
- Community feedback and contact forms
- Searchable archives for newsletters, agendas, and minutes

These tools help transform repeat visitors into informed, engaged stakeholders.

C. Public Meeting Summaries & Archives

To improve transparency and accessibility, we offer tools designed specifically for public meetings:

- Upload meeting agendas and recordings
- AI generated meeting summaries organized by agenda item
 - [Example from Sugar House Community Council](#)
- Include timestamps linking directly to meeting recordings
- Publish summaries to the website and optionally distribute via newsletter

Self-Service vs. Full-Service Option

ENC may choose to:

- Use **self-service meeting summaries**, generated and published by volunteers
- Or opt into **full-service summaries and subject-based articles**, prepared and published on ENC's behalf

This flexibility allows ENC to manage costs while adapting to volunteer availability.

4. Scope of Services & Deliverables

Our scope directly aligns with ENC's stated requirements:

- Stakeholder discovery and project kickoff
 - Website redesign (layout, visuals, content structure)
 - CMS implementation (WordPress)
 - Content migration and link integrity checks
 - Multimedia embedding (PDFs, videos, forms)
 - Newsletter and engagement form setup
 - Training for ENC staff and volunteers
 - Unlimited technical support
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5. Project Approach & Timeline

Week 1

- Stakeholder discovery
- Information architecture planning

Weeks 2–3

- Design concepts and revisions
- Content migration

Weeks 4–5

- Training
- Final quality assurance
- Website launch

6. Hosting & Maintenance

- Secure managed hosting
- Ongoing updates and backups
- Performance and accessibility monitoring

7. Pricing & Cost Structure

Our pricing model emphasizes predictability, flexibility, and responsible stewardship of public funds.

Setup Fees

Item	Cost
Website setup, configuration, onboarding, and training	\$500 (one-time)
Content Migration	\$125/hour (capped at \$500) Or Self Service Migration (FREE)

Monthly Service Pricing

Service	Description	Monthly Cost
Website	Managed, mobile-responsive website with CMS, hosting, updates, and support	\$119 / month

Newsletter	Newsletter tools, email integration, archives, and engagement features	\$80 / month
Meeting Summarizer	Automated, self-service meeting summaries from agendas and recordings	\$50 / month
Full-Service Meeting Summaries & Articles	Staff-prepared summaries and subject-based articles	\$65 / month

Cost-Saving Flexibility

ENC may reduce costs by using the **self-service meeting summarizer**, which avoids the additional **\$65/month** full-service fee. This option is well-suited for councils that prefer hands-on control and wish to minimize recurring expenses.

Example Monthly Configurations

- Website + Newsletter: **\$199 / month**
- Website + Newsletter + Self-Service Meeting Summaries: **\$249 / month**
- Full Digital Communication Package: **\$314 / month**

8. Portfolio & References

[Customer Showcase](#)

References:

Landon Clark — Meeting Summary Program Participant
 Sugar House Community Council, Chair
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Jim Rule — Website Customer for over 15 years
 Former Publisher of The Acorn Newspapers, covering Ventura County, CA
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John Loesing — Website Customer
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Emily Sachar — Website Customer
Publisher of The Daily Catch, Digital News Website covering Red Hook, NY
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9. Why Our Hometown

With three decades of experience serving local newspapers and community institutions, Our Hometown understands how public information must function: clearly, reliably, and accessibly.

Our approach delivers:

- Strong public transparency
- Reduced administrative burden for volunteers
- Improved accessibility and engagement
- A scalable, future-proof digital presence

We would welcome the opportunity to partner with the Encino Neighborhood Council to strengthen its digital communication and better serve the Encino community.