



Website Proposal for the Village of Medina (VOM)

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Prepared by Mindful Media Group (MMG)

Project Overview

This proposal outlines the development of a new municipal website for the Village of Medina, designed to enhance accessibility, transparency, and compliance with New York State regulations. The website will be modern, mobile-responsive, and optimized for search engines, ensuring residents and stakeholders can quickly access important information and municipal services.

Our design and development work is conducted on **Mac/Apple products**, but we recognize that the municipality likely operates on **PC-based systems**. To ensure seamless usability, we provide **training guides and one-sheets**, along with virtual coaching and ongoing support.

Additionally, the municipality will receive **full administrative access** to the website's backend, with unique login credentials for authorized users. This ensures the Village can **update, modify, and manage the website independently**, without relying entirely on a web developer. Training and instructional materials will be provided to empower the municipality to maintain its website efficiently.

The **current website contains over 16 pages, excluding** subsections and archived content dating back nearly **nine years**. This extensive content will need to be reviewed, migrated, and optimized to ensure an organized and streamlined user experience.

Compliance with New York State Requirements

In accordance with New York State regulations, effective **June 19, 2025**, all municipalities are required to maintain and regularly update an official website utilizing a ".gov" domain. The website must include:

- **Notices of municipal elections, public hearings, and public meetings**, including regular board or legislative meetings.
- **Meeting agendas and minutes**, which must be retained and accessible to the public. Notably, minutes of public meetings are required to be kept **indefinitely**.
- **An up-to-date version of the municipality's codes and local laws**.
- **Basic information about the municipality**, including hours of operation, elected officials, and services provided.
- **Financial reports, notices, and other documents required by law**.
- **Record Retention for Online Posting**: Retention policies vary, but financial records and reports should be retained per New York's LGS-1 schedule.

Scope of Work

1. Municipal Website Development – \$7,100 (Base Cost, 15+ pages with compliance measures)

- Custom-designed municipal website
- User-friendly content management system (CMS)
- Municipality receives **full administrative access** to the website
- Responsive and ADA-compliant design
- Integrated municipal calendar
- Document and form repository for public records
- Contact forms and department directories
- News and announcements section, if requested
- Public Notices section
- Legally required documents, forms, notices, and publications
- Search functionality
- Historical records migration
- Data truncation (where allowable)

2. Visual Identity & Branding – Included

- **Color Schemes:** Selection of a municipal-friendly color palette that aligns with the Village's brand and accessibility standards.
- **Typography:** Selection of readable and professional typefaces suitable for municipal communication.
- **Graphics & Icons:** Custom-designed icons and graphical elements for improved user experience.
- **Animations:** Subtle animations for navigation menus, page transitions, and interactive elements to enhance engagement without compromising accessibility.

3. Data Migration & Content Cleanup – \$3,500 (If Needed)

- Migration of content from the existing website (over 16 pages plus archives)
- Cleanup and organization of nearly **nine years' worth** of content
- Elimination of outdated, duplicate, or broken links
- URL redirection for SEO continuity

4. New Photography – \$350

- While the current website features a collection of images, some appear lower resolution or slightly blurry. Updating select photos will ensure a cleaner, sharper visual presentation.
- High-resolution images of municipal buildings, parks, and community landmarks
- Edited and optimized images for web use

5. Revisions & Stakeholder Feedback – Included

- **Multiple design iterations** to ensure alignment with the Village's needs
- **Stakeholder feedback rounds** to refine layout, content placement, and visual design
- **Up to three revision rounds of various pages** after finalizing and launch – we suggest keeping quarterly notes/requests and scheduling a call to discuss

6. Domain Registration & Privacy Protection – \$50 – \$75 per year

- If a new domain is needed, we will secure a **.gov** or another appropriate domain for the municipality.
- **Private registration** to protect contact details from spam and solicitation.
- Domain renewal and management services available upon request.

7. Training & Documentation – Included at no additional cost for 60 days

- **Full backend access** to the municipality’s website with custom login credentials
- **Three virtual training sessions per year** via Zoom or Microsoft Teams
- **Instructional sheets** for step-by-step guidance on:
 - Adding/removing content
 - Managing calendar events
 - Uploading public notices and documents
- **Unlimited support for the first 60 days post-launch**

8. Website Hosting & Maintenance – \$299 – \$399 per year (billed annually)

- Secure hosting with SSL certificate
- Regular security updates and maintenance
- Daily backups

Our proposed website design will ensure full compliance with these requirements, facilitating transparency and accessibility for the Village of Medina’s residents.

Additional Services & Potential Costs

Service	Cost
Domain Registration & Private Registration	\$50 – \$75 per year
Domain Transfer & Setup (if another provider currently manages the website)	\$500 – \$1,000 (depending on complexity)
Custom Email Setup (Municipal email addresses)	\$6 – \$18 per email address per month, depending on the plan selected
Email Forwarding (Up to 100 addresses)	Free with domain registration through select providers
Additional Training Sessions (Beyond three per year)	\$170 per session
Emergency Support or Rush Requests	Custom pricing based on urgency

Custom Email Options (if needed)

If the Village requires dedicated municipal email addresses, professional email hosting can be integrated into the new website. Available options include:

- **Basic Plan** – \$6 per user/month (includes custom email address, standard storage, and basic collaboration tools)
- **Standard Plan** – \$12 per user/month (includes increased storage, advanced security features, and additional collaboration tools)
- **Premium Plan** – \$18 per user/month (includes maximum storage, premium security, and advanced administrative controls)

These plans offer business-grade security, cloud-based storage, and seamless integration with the website's domain.

Anticipated Summary of Costs

Base Website Development and Branded Digital Material (BDM) Cost: \$10,579 - \$10,704

- **Website Design & Development:** \$7,100 - includes instruction sheets, launch training and phone support
- **Data Migration (multiple years, if needed \$1,300/year):** cap at \$2,600 - migrate up to 5 years, 10 where legally required
- **New Photography:** \$530
- **Domain Registration & Privacy Protection:** \$50 – \$75 per year (billed annually)
- **Annual Hosting Fee:** \$299 – \$399 (billed annually)
- **BDM/Custom, Branded Virtual Meeting Backgrounds (5)** – Five professional virtual meeting backgrounds for use by officials and staff on Zoom or Teams
- **First 60 days:** Virtual (Zoom, Teams) support, phone support and training included at no additional cost. Written step-by-step instructions are also provided for the municipality's files.

Post-Launch Support & Maintenance Cost (if requested): \$1,250/mo

- **Ongoing Monthly Maintenance (if requested):** \$1,250 per month

This optional maintenance package assists the municipality with New York State and/or federal laws governing municipal websites, including accessibility standards, public records retention, security updates, and transparency requirements. On-going support also includes assistance with content updates, troubleshooting, and technical support for the website. **However, our goal is to fully train the municipality so it can manage its website independently without being fully dependent on a web developer.**

Budget Overage Clause

Our proposal provides a detailed cost estimate for the Village of Medina's website project. While we make every effort to stay within the estimated budget, unforeseen circumstances or project scope adjustments may result in additional costs. Should we anticipate exceeding the estimate, we will notify you in writing within 60 days.

We reserve the right to adjust the total project cost by up to 15% to account for necessary overages. To ensure adequate budgetary planning, we recommend that Clients keep an additional 15% in reserve for any potential overages or extenuating circumstances. Any costs beyond this threshold will require mutual agreement before proceeding.

If the Village requires a customized support package more than routine maintenance and general support, we can provide a custom pricing structure to meet its specific needs.

Notes on existing municipal website

- The video link on the homepage does not open in a new window and lacks a back button, preventing users from easily returning to the municipality's main/home page. Does VOM have access to the master file?
- In some browsers, the back-and-forth navigation buttons do not appear.
- The website does not feature a Village of Medina logo or any consistent branding. MMG can design a modern logo for the Village of Medina, for an additional cost if requested.
- Some photos appear blurry and should be updated with high-quality images.
- MMG recommends selectively replacing outdated images for a more polished look.
- MMG will ensure compliance with all legal requirements for municipal websites through collaboration with the Village.

If the Village of Medina would like to discuss or proceed with an agreement and schedule the project kickoff, please contact Andina Barone at dina@mindfulmediagroup.com or (917) 484-2336 with any questions or requests.

Thank you for your inquiry and the opportunity to collaborate with the Village of Medina.



Andina Barone | Mindful Media Group

