



**Town Council
Regular Meeting
September 19, 2023, at 9:30 a.m.**

**THIS MEETING WILL BE HELD ELECTRONICALLY AND IN PERSON
Please visit www.laurelpark.org for more information**

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Public Comment**
- 4. Approval of the Agenda**
- 5. Consent Agenda**
 - A. August Monthly Report
 - B. Minutes for the August 10, 2023 Work Session
 - C. Minutes for the August 15, 2023 Regular Meeting
 - D. Surplus Property Resolution 2024-1
 - E. Laurel Green Budget Ordinance 2024-2
- 6. Old Business**
 - A. Paving and Culvert Contract Amendment
- 7. New Business**
 - A. Board of Adjustment 1 Alternate Appointment
 - 1) Paul D. Bell
 - 2) Travis Bonnema
 - 3) Donald T. McIntyre
 - 4) Wesley Belew
 - B. UDO Text Amendment Proposal
 - C. Website Contract from Summit Marketing
- 8. Town Manager's Report**
 - A. Update On English Ivy Removal Project
 - B. Status of Laurel Green Stream Restoration
 - C. Lakemoor Sewer Status
 - D. Website Development Status
- 9. Department Head Reports**
 - A. Public Works
 - B. Fire Department
 - C. Police
 - D. Administration
- 10. Mayor and Commissioner Comments**
- 11. Adjournment**



TOWN OF LAUREL PARK
AGENDA ITEM SUMMARY

Title of Item: Consent Agenda

Presenter: Mayor J. Carey O’Cain

Attachment(s): Yes/No

- Monthly Report
- Resolution 2024-1
- Ordinance 2024-2

Summary of Item:

The monthly financial and zoning report from August 2023, Resolution 2024-1 and Ordinance 2024-2 are attached.

Council Action Requested:

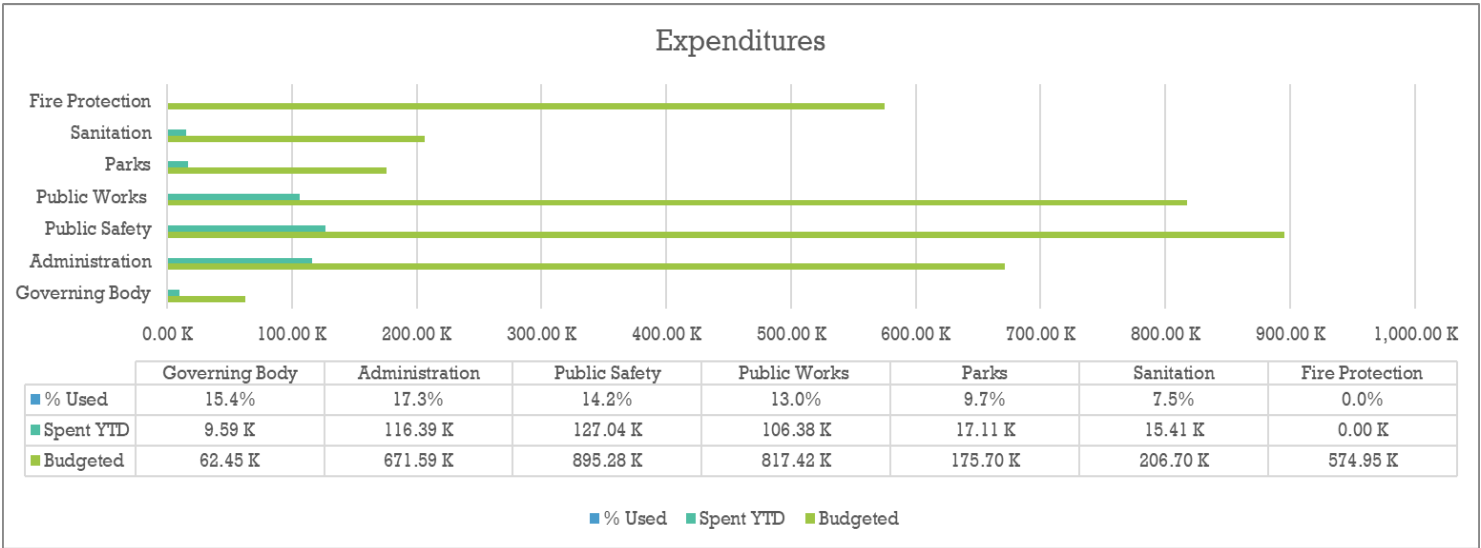
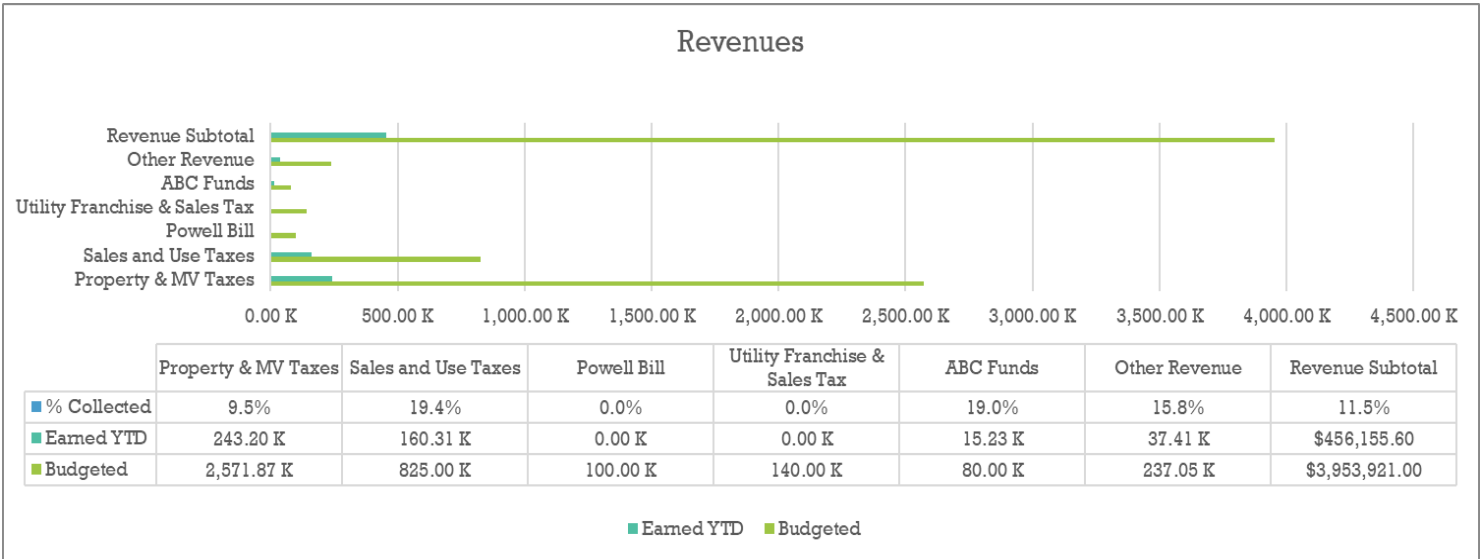
Staff requests the Town Council review the consent agenda.

Suggested Motion:

Move to approve the consent agenda.



August Monthly Report



Tax Collector's Report (August 31, 2023)

For prior year taxes, a total of \$32,567.40 remains outstanding. The Town received \$225,634.59 from Henderson County for property taxes collected for August and a total of \$228,224.51 since the 2023 bills were mailed. The 2023 tax levy is \$2,574,357.22. The Town currently has a collection rate of 8.817%.



Planning & Zoning

Status of Single Family Residential Dwellings (SFRD)

2021-19	212 Beechwood	Jennifer Yost	UC
2022-1	312 Daniel Dr.	Chris St. Onge	UC
2022-23	74 Indian Woods Trl	Jon Skillman	UC
2022-31	10 Fawn Turn Ln	Sigfrid Della Valle	UC
2022-38	209 Ficker Cir.	Sarah Adams	HCBP
2022-44	945 Somersby Pkwy.	Matt Padula	HCBP
2023-4	200 Rowland Dr.	Loyd Alexander	LPZCP
2023-5	PIN# 9548467175/Clays Cv.	Josh Youngblood	LPZCP
2023-29	PIN# 9558252937	Chris Brock	LPZCP

Status Legend

LPZCP = Laurel Park Zoning Compliance Permit	HCBP = Henderson County Building Permit
UC = Under Construction	NC = Nearly Complete

Monthly Permits Other Than SFRD

Deck	1
Sign	0
Fence	2
Additions or Remodel	0
Accessory Use or Structure	0
Total for August	3

RESOLUTION NO. 2024-1

**RESOLUTION DECLARING SURPLUS AND
AUTHORIZING THE DISPOSAL OF SURPLUS PERSONAL PROPERTY**

WHEREAS, the Town Council of the Town of Laurel Park desires to declare said property surplus and dispose in accordance with the Town of Laurel Park’s Policy and the North Carolina General Statutes; and

WHEREAS, the Town Council of the Town of Laurel Park hereby declares surplus the following described property:

ITEM NAME	NO. OF ASSET	DESCRIPTION	DISPOSITION
Mitel 8568 Telephone	9	Telephone Equipment	As per G.S. 160A-266

WHEREAS, North Carolina G.S. 160A-266(d) allows the Town to discard any personal property that: (i) is determined to have no value; (ii) remains unsold or unclaimed after the Town has exhausted efforts to sell the property using any applicable procedure under this Article; or (iii) poses a potential threat to the public health or safety;

WHEREAS, the referenced statute does not require the Town to publish notice of the intent to declare or discard surplus property that has no value;

NOW, THEREFORE, BE IT RESOLVED, by the Laurel Park Town Council declares the real and personal property as surplus and authorizes the following:

1. The property that has no value to be discarded according to the referenced statutes.

Adopted by the Laurel Park Town Council of the Town of Laurel Park this 19th day of September, 2023.

A. Paul Hansen, Mayor Pro Tempore

Attest:

Tamara Amin, Town Clerk

Ord. 2024-2
Town of Laurel Park, North Carolina
Budget Ordinance Amendment
Fiscal Year 2023-2024
Amendment #1

To transfer funds from Fund Balance to the Parks Department – Parks & Greenways Capital Outlay for playhouse repairs.

Section 1. To amend the General Fund (10), the appropriations are to be changed as follows:

<u>Account</u>	Decrease	Increase
Parks & Greenways – Capital Outlay (10-6130-5101)		\$ TBD xxxx.xx
Total Changes		\$ TBD xxxx.xx

Section 2. To amend the General Fund (10), the revenues are to be changed as follows:

<u>Account</u>	Decrease	Increase
Fund Balance Appropriated (10-3070-0000)	\$ TBD xxxx.xx	
Total Changes	\$ TBD xxxx.xx	
Grand Total Changes	\$TBD xxxx.xx	\$TBD xxxx.xx

Section 3. Copies of this budget amendment shall be furnished to the Clerk to the Town Council, and to the Budget Officer and the Finance Officer for their direction.

Adopted this 19th day of September, 2023.

ATTEST:

J. Carey O’Cain, Mayor

Tamara Amin, CMC, NCCMC
Town Clerk/Deputy Tax Collector



TOWN OF LAUREL PARK AGENDA ITEM SUMMARY

Title of Item: Paving and Culvert Contract Amendment

Presenter: Will Buie, P.E.

Attachment(s): Yes/No

- Summary of Pricing for Additional Work 9-11-23

Summary of Item:

As reported previously, we have received pricing from Austin Construction (drainage) and Tarheel Paving (paving) for the 2023/2024 improvements that were discussed at the Council meeting July. The total combined cost for the improvements is \$886,435.10.

The Town has \$720,000.00 available for the additional work. The Town has allocated \$60,000.00 for contingency for paving and \$15,000.00 for geotechnical/materials and testing services. This leaves \$645,000.00 available for construction.

Recommendations are in the attachment.

Council Action Requested:

Review and discuss Summary of Pricing for Additional Work 9-11-23

Suggested Motion:

Move to approve change orders in in the amounts presented and authorize the Town Manager to sign the necessary change order documents.



WGLA Engineering, PLLC
 724 5th Avenue West
 Hendersonville, NC 28739
 (828) 687-7177 wgl.com

September 11, 2023

Mr. Alex Carmichael, Town Manager
 Town of Laurel Park
 441 White Pine Drive
 Laurel Park, NC 28739

RE: Town of Laurel Park 2023/2024 Paving and Drainage Improvements
 Summary of Pricing for Additional Work

Dear Mr. Carmichael:

As reported previously, we have received pricing from Austin Construction (drainage) and Tarheel Paving (paving) for the 2023/2024 improvements that were discussed at the Council meeting July. Attached is a combined cost spreadsheet that provides the general construction costs and a road by road cost for the project. The total combined cost for the improvements is \$886,435.10.

Per our conversations, we understand the Town has \$720,000.00 available for the additional work. In addition, the Town has allocated \$60,000.00 for contingency for paving and \$15,000.00 for geotechnical/materials and testing services. This leaves \$645,000.00 available for construction. Based on this budget, we recommend the following work be added to the paving and drainage contracts via change order:

Paving:

Escalation	\$25,000.00
Mobilization, Bonds and Insurance	\$20,000.00
Arbutus Lane	\$36,852.50
Sabine Drive (Apple Ln to 458 Sabine)	\$83,307.60
Orchard Circle (East Ramp to Sky Village Ln)	\$25,134.00
Laurel Park Hwy (McCarson Dr. to Indian Woods)	\$27,382.50
Laurel Park Hwy (Roberts Dr. to Breckenridge Ct.)	\$64,285.00
Timber Creek (Hebron to Finley Cove)	\$294,075.50
TOTAL	\$576,037.10

Drainage:

Mobilization, Insurance and Const. Staking	\$9,100.00
Clearing and Grubbing	\$12,900.00
Restoration of Surfaces	\$12,900.00
Laurel Park Hwy (McCarson Dr. to Indian Woods)	\$13,020.00
Timber Creek (Hebron to Finley Cove)	\$15,165.00
TOTAL	\$63,085.00

This would be a total addition to the construction contracts of \$639,122.10. If contingency and escalation is not used, we would recommend converting those funds to completing drainage improvements and paving on roads that have been deferred. We would recommend that the Town Council approve change orders in the amounts noted above and authorize you to sign the necessary change order documents.

If you have any questions about this information, don't hesitate to contact our office. We look forward to discussing further at the Council meeting.

Sincerely,
WGLA Engineering, PLLC

William R. Buie

William R. Buie, P.E.



TOWN OF LAUREL PARK AGENDA ITEM SUMMARY

Title of Item: Board of Adjustment Appointments

Presenter: Town Manager Alex Carmichael

Attachment(s): Yes/No

- Paul D. Bell Application
- Travis Bonnema Application
- Donald T. McIntyre Application
- Wesley Bellew Application

Summary of Item:

The council appoints volunteers to serve on the four (4) standing advisory boards, and any other boards and commissions as needed. Current members may be reappointed, or new applicants appointed.

Town Staff has solicited the public for applications for the Board of Adjustment in the Town Facebook page and Town Website. We have received 4 applications for the Board of Adjustments, due to a vacancy.

At the September 14, 2023, Board of Adjustment meeting it was recommended that Mr. Bonnema step into the role of the Alternate position member and his term be extended to 12/31/2026.

Board of Adjustments- 1 positions – 3-year term – Term ending December 31, 2023

Council Action Requested:

Review the applications.

Suggested Motion:

Move to appoint _____ for the Board of Adjustment as a _____, for a term ending December 31, 202_.

Town of Laurel Park

BOARDS AND COMMISSIONS APPLICATION

Name Paul D. Bell Date 7-31-2023

Mailing Address 198 Birchwood Dr Street Address 198 Birchwood Dr
Laurel Park NC Laurel Park NC
28739 28739

Home/Cell Phone 917-232-9015 Work Phone NONE

Email Address paulbell55@gmail.com

I Am Interested In Serving On:

- Planning Board ABC Board As Needed
 Board of Adjustment Parks and Greenways Board

PERSONAL INFORMATION

Spouse Name: Colleen Whitt Bell

High School: Ramapo H.S. Franklin Lakes NJ

College: UNC Greensboro Degree B.A. Political Science
and History

College: Univ Maryland Degree MPA

Employer: Retired : Dow Jones & Co, INC & iHeartMedia

Job Title: VP / General Manager

PRIOR PUBLIC SERVICE

Board/Commission/Civic Org.	From	To
<u>Lake George (NY) Land Conservancy</u>	<u>current</u>	<u>incoming Board chair</u>
<u>Hypocent Valley Education Foundation</u>	<u>2014-2017</u>	
<u>Pennington (NJ) Planning Board</u>	<u>1995-2005</u>	
<u>Silver Bay YMCA Board</u>	<u>{2018 - current}</u>	<u>{2004 - 2015}</u>

COMMENT (Statement of why you want to serve on this Board)

profile available on linked in. Happy to contribute
time and commitment to my adopted home town
Interest in land use, conservation, environmental
stewardship. I do have time available to
make a contribution.

Attach additional information as needed

Town of Laurel Park

BOARDS AND COMMISSIONS APPLICATION

Name Traws Bonnema Date 7/26/2023

Mailing Address 2849 Laurel Park Hwy Street Address 2965 Laurel Park Hwy

Home/Cell Phone 320.905.3870 Work Phone 828.693.9626

Email Address frontdesk@echoinn.com

I Am Interested In Serving On:

Planning Board ABC Board As Needed

Board of Adjustment Parks and Greenways Board

PERSONAL INFORMATION

Spouse Name: Rebecca Bonnema

High School: Central Minnesota Christian

College: Dordt College Degree B.S. Computer Science

College: _____ Degree _____

Employer: Echo Mountain Inn

Job Title: owner

PRIOR PUBLIC SERVICE

Board/Commission/Civic Org.	From	To
<u>Mendocino County TDA</u>	<u>7/2022</u>	<u>Present</u>
<u>Kendryaki County Broadband Committee</u>	<u>2010</u>	<u>2018</u>

COMMENT (Statement of why you want to serve on this Board)

I enjoy contributing to and actively participating in my community any way that I can.

Attach additional information as needed

Town of Laurel Park

RECEIVED

MAR 22 2023

TOWN OF
LAUREL PARK

BOARDS AND COMMISSIONS APPLICATION

Name Donald T. McIntyre

Date March 20, 2023

Mailing Address

Street Address

121 Timber Creek Rd.

121 Timber Creek Rd.

Laurel Park NC 28739

Laurel Park NC 28739

Home/Cell Phone 828-6943813 Work Phone _____

Email Address mcintyre.sandoni@gmail.com

I Am Interested In Serving On:

Planning Board

ABC Board

As Needed

Board of Adjustment

Parks and Greenways Board

PERSONAL INFORMATION

Spouse Name: Sandra McIntyre

High School: North Catholic, Pittsburgh PA

College: Penn State University Degree BS - Biological Sciences

College: _____ Degree _____

Employer: Retired - Formerly Sandoni Inc / Nabisco Brands

Job Title: Owner / VP / VP Manufacturing

PRIOR PUBLIC SERVICE

Board/Commission/Civic Org.	From	To
<u>LP - Parks + Greenways</u>	<u>2009</u>	<u>2022</u>
<u>Timber Creek P.O.A.</u>	<u>2008</u>	<u>Present</u>
<u>Laurel Park Civic Association</u>	<u>2010</u>	<u>2017</u>
<u>Wrens Club</u>	<u>2008</u>	<u>2022</u>

COMMENT (Statement of why you want to serve on this Board) It is important to bring in a diverse point of view, or to be one to ask tough questions. I want to be there because I value the community and to help make sure everything is done in the best way possible.

Attach additional information as needed

Town of Laurel Park

BOARDS AND COMMISSIONS APPLICATION

Name Wesley Belew Date Sept 6, 2023

Mailing Address _____ Street Address 149 Westwood DR
LAUREL PARK, NC 28739

Home/Cell Phone 704-724-4110 Work Phone _____

Email Address Wbelew@gmail.com

I Am Interested In Serving On:

- Planning Board ABC Board As Needed
 Board of Adjustment Parks and Greenways Board

PERSONAL INFORMATION

Spouse Name: Sandra L. Hardin

High School: Gordon High Decatur GA

College: Georgia State University Degree BBA - Accounting - Finance

College: WOP Degree MBA

Employer: Retired

Job Title: _____

PRIOR PUBLIC SERVICE

Board/Commission/Civic Org.	From	To
<u>Red Cross</u>	<u>1968</u>	<u>1973</u>
<u>Boy Scout</u>	<u>1987</u>	<u>1991</u>

COMMENT (Statement of why you want to serve on this Board)

I want to PERFORM public SERVICE. My Senior MANAGEMENT AND MERGER - ACQUISITION EXPERIENCES would be A BENEFIT TO LAUREL PARK

Attach additional information as needed



**TOWN OF LAUREL PARK
AGENDA ITEM SUMMARY**

Title of Item: UDO Text Amendment Proposal

Presenter: Jordan Jones, Assistant to the Town Manager

Attachment(s): Yes/No

Summary of Item: Staff proposes that the Town Council initiate a text amendment that would allow the Planning Board to review and decide zoning applications for the Town Center and Mixed-Mountain Use zoning districts.

Council Action Requested: Staff requests the Town Council discuss this proposed amendment.

Suggested Motion: N/A



**TOWN OF LAUREL PARK
AGENDA ITEM SUMMARY**

Title of Item: Website Contract from Summit Marketing

Presenter: Town Manager Alex Carmichael

Attachment(s): Yes/No

- Contract Laurel Park Website 2023

Summary of Item:

The Town Council awarded a bid to Summit Marketing for a website update. The attached document would enter the Town into a contract for those services. The fee breakdown is as follows:

Website

Website graphic design, layout, SEO, build, 1.5 hours of training	\$3,900.00
Jot Forms. Interface	\$ 120.00
Home Blocks Component	\$ 685.00
FAQ's Component	\$ 820.00
Department Component	\$ 350.00
Alerts Component	\$ 400.00
News Component	\$ 350.00
Calendar Component	\$ 450.00
Roads Component	\$1,200.00
TOTAL:	\$8,275.00

Additional Services

Annual Web Hosting	\$250/year
Annual SSL Certificate	\$195/year
Annual Security Service	\$800/year
This service engages Summit to perform all security updates to the content management system within 24-hours of release	

As-needed Services

Copywriting	\$95/page
Professional Photography	By quotation



TOWN OF LAUREL PARK
AGENDA ITEM SUMMARY

Council Action Requested: Review and discuss Summit Marketing contract.

Suggested Motion:

Move to approve/deny the contract for website development with Summit Marketing as presented.



Tel 828-692-2450
513 N. Justice Street, Suite A
Hendersonville, NC 28739
info@summitresults.com
www.summitresults.com

August 14, 2023

Alex Carmichael
Town Manager
Town of Laurel Park
441 White Pine
Laurel Park, NC 28739

RE: Website Build Proposal and Contract

Dear Alex,

Thank you for your and your team's continued confidence with Summit Marketing Group. We are pleased that the Commissioners chose our team to work with you in developing the new Town of Laurel Park Website. Please let the Website Build Scope of Work Proposal serve as what is considered to be within the scope of this website build, with the following caveats:

- 1) Roads Component – The specifics of what will be included in this project area still need to be completely scoped out in order to ensure that we meet the expectations of your commissioners. While we believe that we can build this within the amount given in the proposal, we do reserve the right to have further conversation and adjust this amount based on the final agreement of what will be included in that component.
- 2) Design or Programming Alterations – We will work with the website committee to design a home page proof that meets the parameters discussed and agreed upon at the initial website committee meeting. Once we present the home page proof, we will make an additional set of design alterations based on the committee's feedback. If any additional design alterations are requested, we will happily concur, but our standard design and programming fees of \$150.00 per hour will be charged.
- 3) Additional Data Transfer – As noted within the proposal, we will need to work with your staff to transfer some of the historical data such as agendas, minutes, etc. Our proposal assumes that we will set up the templates for this information and then train your staff on how to transfer the data that you deem appropriate.

- 4) Scheduling interfaces – in our meeting with the website committee, we talked at length about scheduling event space such as the Board room, Jump Off Rock, parks, etc. Within our scope of work we are planning to do the scheduling within our calendar component. If more programming is needed or if a 3rd party interface is needed to accomplish the scheduling, we will need to address that as a change order to the proposed scope of work.
- 5) Payment Interfaces – Any payment interfaces are considered to be as 3rd party URL links from this website to another payment processing platform. We have not included a shopping cart component as a part of this website build. Nor have we included building out or setting up a 3rd party payment interface within the scope of work. We are happy to do either or both, but will need to do so as a change order to the proposed scope of work.
- 6) Jot Forms Interface – From our conversations, we believe that installing an interface with a known webform provider like JotForms may provide you with the flexibility to manage and maintain a myriad of constituent forms on your website. This proposal does not include any monthly or annual fees that the third party vendor may charge.

Website Build Scope of Work

Custom Website Design

The Summit creative team will create a custom website theme and design that will incorporate the branding elements of the Town of Laurel Park while also being very pleasing to view and navigate. We will incorporate responsive design into your website build so the site will resize and reconfigure based on the device on which it is viewed (desktop, laptop, tablet or mobile device). Lastly, the design will thoughtfully incorporate your navigation features to allow both your clients and citizens to easily flow throughout your website.

Website Content

For the scopes of this project, we will utilize the content from your existing materials and website well as any other copy that you and your team can provide in word documents prior to us building out the website. We are happy to reword or develop new copy at a charge of \$95/page. Professional photography is always preferred in our website build. However, we also use stock photography when needed. If you do not have access to quality professional photos, we will utilize stock imagery for the website. When you view the initial proofs of the site, you will see the stock imagery. If you choose to use stock imagery, we will license it for \$40.00 per image.

Website Functionality

In addition to the basic structure of pages on your website, we also tailor custom components for areas of the website that are updated more often. This makes the ongoing administration of

your new website much easier and less time consuming. Based on our conversation, we believe the following functionality will be relevant for your website (please note, we are happy to show you working models of everything listed below through other websites that we have recently built):

Jot Forms Installation Component

This component will allow the interface of the subscription based Jot Forms software.

Home Blocks Component

This component allows better use of your home page by giving visitors very quick access to the information that you most want them to see. In your case, we suggest that these be set to areas of the site like Parks, New to Town, Our Community, Our History, Town Calendar, Forms & Permits. Because this component allows for you to easily change or update these images and links, you will be able to use your homepage to highlight announcements, new initiatives or anything else, as needed. Furthermore, we will build the site so you can expand these to as few or as many as you desire. By building this functionality as a component, it makes it very simple for staff to update and link these blocks with a few key strokes.

FAQ's (How Do I...) Component

This component will allow you to add FAQ's to any page of the website. It is an easy to navigate and easy to administrate way for allowing your citizens to ask. "How do I....". Again, by templating this often-used function, we will make it very easy to administrate on the back-end of the website and there can be as few or as many questions and answers as you choose for each area.

Department Component

This component will be used to allow citizens and visitors to very quickly access the key information that is often wanted and needed related to the various departments of the Town. The departments included will be Police, Public Works, Stormwater, Fire, Administration and Commissioners. The component will include information about the Department, the head of the department and the phone number and contact information.

Alerts Component

This will be developed as a color-coded banner that runs across the top of your home page. Red will indicate a message of a closure like city offices for inclement weather or a waterline break or road closure. Green will indicate events such as Music on the Rock or the Jump Off 10k.

News Component

This component will be set up with categories so it can be used for things like general news while also allowing other committees or groups to have an area for posting. For instance, a category could be set as Events or the Commissioner Corner category.

Calendar Component

This component will allow you to have as many color-coded categories as you wish for things like Council Meetings, Events.

Road Improvement Component

As we discussed, we have an option for a component that would break the project down into your phases so that a resident could quickly determine which phase(s) were important to them and then see the scope of work planned and the timeframes or progress with that phase.

Search Engine Optimization (SEO)

A website does you little good if folks can't easily find you on the web. We incorporate the latest SEO best practices in every website that we build and launch. Ongoing SEO will be covered in the Additional Web-related Services section below.

Website Hosting

We utilize secure commercial hosting services to better ensure the performance and uptime of your website. We will also install an SSL Certificate (secure socket layer) to the website so that it is seen as a secure site both to your clients and to the search engines. This also helps better protect the website against hacks and malware as well as showing the search engines and your viewers that you care about website information safety and security.

Website Build Process and Timeframe

We start by finalizing the website map and site functionality. This will determine the flow and location of the menu and other navigation, as well as impacting the overall site design.

Once this is approved, we move into the design of the site, including layout, imagery, fonts and colors. We will provide you with PDF proofs of the proposed home page. Once this is approved we will move on to proofs of a few of the internal pages of the website. Although these proofs will not yet be programmed to function, they will allow us to walk you through the various ways that the website will work.

Once these are approved, we begin building the website template and programming the site for the content management system. During this part of the process, we will need you to provide any new or updated content/copy for the website. If we are engaged to provide content, we

will develop it for approval at this stage. We will then provide you with a fully functioning website on a temporary URL.

Once you make any minor adjustments to the new site, we will be ready to launch it to the web under your current domain address.

We will provide you with a training guide and a 1-1.5 hour training session on making updates and changes to your new website. The training guide gives you step by step instructions specific to your website.

The overall build process typically takes 60-90 days. We can work much more quickly than that, but we typically see the slow-downs occur when while we wait on clients to respond to proofs or in giving us information that we need. We will have design proofs of the home page and several internal pages to show you within 4 weeks of engagement. Once the final designs are approved, we will have the live website on a temporary domain within 8-12 weeks. The website will be ready to launch at that point as only final tweaks may need to be made.

Website Content Management Platform

Choosing an open-source content management platform is an important decision in developing a new website. Our team uses one of the largest open-source CMS platforms in the industry, it is called Joomla. We choose Joomla for a few different reasons. Although the website is fully custom coded, the back-end interface is extremely user friendly. Joomla releases around 8 security updates per year in addition to platform upgrades, which helps keep your site secure and up to date. Joomla is a robust program that allows for your site to be scalable, which means that if, at any time, you want to add a component or new functionality, we can do that.

Functionality is also a huge reason we use Joomla. All of our sites are custom to the client, which includes any components or “widgets” we might choose to use. Your calendar, photo gallery, blog etc. are never going to break due to an unforeseen update, because each of those components are created by the same programmer, and are embedded into your site.

Services and Fees

In the following section, we break down the pricing for your website build as well as the ongoing and as-needed services.

Website

Website graphic design, layout, SEO, build,1.5 hours of training	\$3,900.00
Jot Forms. Interface	\$ 120.00
Home Blocks Component	\$ 685.00
FAQ's Component	\$ 820.00

Department Component	\$ 350.00
Alerts Component	\$ 400.00
News Component	\$ 350.00
Calendar Component	\$ 450.00
Roads Component	\$1,200.00
TOTAL:	\$8,275.00

Additional Services

Annual Web Hosting	\$250/year
Annual SSL Certificate	\$195/year
Annual Security Service	\$800/year

This service engages Summit to perform all security updates to the content management system within 24-hours of release

As-needed Services

Copywriting	\$95/page
Professional Photography	By quotation

PLEASE NOTE: Your existing website has a tremendous number of pages that contain many PDF's. An example is your Agendas and Minutes page that has agendas and minutes of every Commissioners meeting going back to 2014. We are assuming in this proposal that Town staff can populate these pages once we have them set up and your staff trained. We are happy to do this data transfer, but we will need to quote you outside of this proposal.

Engagement and Payment

Once you engage the Summit team to begin your website, we will invoice you in three consecutive payments as follows:

- The first 1/3 of our fees will be invoiced at time of engagement.
- The second 1/3 will be invoiced upon approval of the design proofs.
- The final 1/3 and annual hosting fees will be invoiced upon launching the new website to the web.

Additional Web-related Services

The Summit team prides itself on doing more than just building your website; we work with our clients to ensure the successful attainment of your organization's goals. As Henderson County's only Google Certified Partner, our team is trained certified in the areas of website functionality, tracking and customer engagement. These areas include services such as:

- Google Place set up and integration
- Ongoing website analytic reporting
- Search Engine and Display Marketing
- Facebook/Instagram Display Marketing
- Ongoing Search Engine Optimization
- E-Newsletter Integration

We are happy to discuss any of these services and how they relate to more engagement of your existing and potential customers.

About Summit Marketing Group

Summit Marketing Group is a team of marketing professionals with specific training in all areas of contemporary marketing. From graphic design and brand strategy to traditional media to the latest technology in digital marketing, our team's experience and track record afford our clients with original and impactful marketing techniques to engage customers and grow the bottom line.

We are the area's only Certified Google Partner in the areas of website analytics and search engine marketing and the area's only Platinum Email Marketing provider.

Our expertise and client-base include the following sectors:

- Non-profits
- Service Professionals
- Retail Businesses
- Manufacturing
- Governments and municipalities

A list of references specific to your operating sector are available upon request.

Thank you for the opportunity to earn your business! We look forward to working with you for years to come!

Both parties below have signed this Website Proposal and Contract upon the date first above written:

CLIENT:
Town of Laurel Park

By; _____

Title: _____

Date: _____

Summit Marketing Group

By:

Title: Partner

Date: 8/14/2023

