

# TOWN OF MAGNOLIA SPRINGS

## Resolution 2007-19

### Resolution ratifying and confirming Contract with Web Opertation.net on designing the Town's Web Site

**WHEREAS**, the Town Council of Magnolia Springs, Alabama did, on April 17, 2007, authorize Mayor Charles S. Houser to enter into an contract for web site concept, construction and hosting, and;

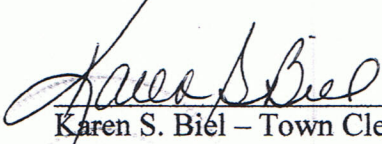
**WHEREAS**, a contract has been entered into between the Town of Magnolia Springs, Alabama and Web Operations.net for web site concept, construction and hosting, and;

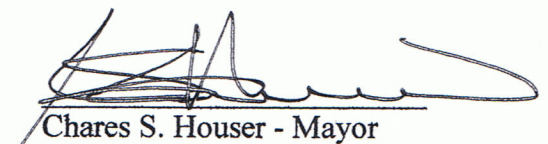
**WHEREAS**, a true and correct copy of the contract is attached to this Resolution and marked as "Exhibit A,"

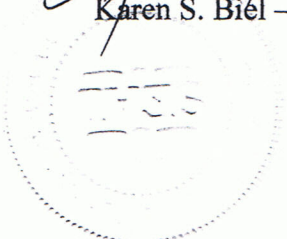
**NOW THEREFORE BE IT RESOLVED**, by the Town Council of the Town of Magnolia Springs, Alabama that the contract attached to this Resolution and marked as "Exhibit A" is hereby approved and ratified.

Adopted this the 15th day of May, 2007

**ATTEST:**

  
\_\_\_\_\_  
Karen S. Biel - Town Clerk

  
\_\_\_\_\_  
Chares S. Houser - Mayor



# “Exhibit A”

## **Project Objective**

Web Operations provides consulting services in the form of custom-built web applications, graphic design, multimedia development, and technology consulting. Our services are designed to assist a variety of business clientele in utilizing Internet technology for business growth by effectively incorporating Web advertising/presence options into a comprehensive marketing strategy. Hosting business web sites for over 4,000 clients, Web Operations is the largest locally owned hosting provider on the Gulf Coast.

We are very proud of our development team and our client list shows it. Many of our Web Operations Staff have over a decade of development under their belts and have designed hundreds of web sites for everything from hospitals and the NFL to small stores and home businesses. Web Operations team approach to design enables them to create high quality design within short timeframes and at a very affordable price. Our clients include the New Orleans Saints, American Airlines and the Journal of Commerce.

Feel free to contact us for a list of clients and referrals or visit <http://weboperations.net/portfolio.asp>

## **Company Overview**

Web Operations focuses on developing and delivering innovative, Web-based communications solutions to a broad range of business clientele.

Our service offerings include:

- Custom Software and Web Site development
- Business and Residential Internet Connectivity
- Business Web Site Hosting
- Cabling and Service

## **Development and Hosting**

At Web Operations, we'll work with you to design a unique Web presence to most effectively market your products and services online as well as provide you with comprehensive consultation regarding the goals of your site. Here are a few key things to think about that will greatly speed the development of your site and ensure that you will receive the product you expect:

- Examine other sites in your field and see what your competition is doing
- Write a short paragraph or two about your company as if it were for a newspaper article
- Come up with 50 search engine keywords that you would use if looking for your site online
- Gather any photos, artwork, brochures or materials you already have about your company
- Be sure to market your domain (yourcompany.com) on any invoices, business cards or other materials



➤ **City Council**

- A directory of City Managers and the Council resides here. Each name will link to a brief bio page with contact information for that member. A "grid-style" calendar of meetings will link to the actual minutes or other documents uploaded by the site administrator. All content will be editable from your web based Administrative Control Panel and will include a Document Library that will be maintained by the site administrator.

➤ **Departments**

- Any city service departments will have their own pages listed here (Fire, Water, etc.) As the city grows, the use of WebOperations' "Add-A-Page" component will allow the site administrator to add new pages to the site that will appear here as links. This content is database driven. All content will be editable from your web based Administrative Control Panel

➤ **News**

- Your newsletter can either be an uploaded PDF or an editable HTML page. You may also want to allow users to sign up and join a mailing list. This content is database driven. All content will be editable from your web based Administrative Control Panel

➤ **Community**

- Community news. Give your citizens a reason to visit the site often. This can be done either as a news/articles type database or as a single page of content that is edited monthly. You may already have a community newsletter. If so, this is where you would link it. This content is database driven. All content will be editable from your web based Administrative Control Panel

➤ **Calendar of Events**

- Either in calendar form or linear. Unlike the City Council page, this is a community calendar intended to foster participation by the citizens. Users will be able to submit items to the site administrator for possible inclusion on the site. All content will be editable from your web based Administrative Control Panel (ACP).

➤ **Photo Gallery**

- Everyone enjoys sharing photos. Ask the people of Magnolia Springs to submit photos and the site admin can easily upload them to the site. Holidays and special events are especially popular galleries. Remember, the whole idea is to make them come back to the site time and time again. Give them a reason to do this. All content will be editable from your web based Administrative Control Panel (ACP).



## Terms of Service

- 1) **AUTHORIZATION:** The above named client is engaging WebOperations.net LLC. as an independent contractor for the specific project of developing and/or improving a World Wide Web site to be hosted on a Web Server owned and operated by WebOperations.net
- 2) **LENGTH OF AGREEMENT:** WebOperations.net LLC will provide services necessary for creation of a local and national Internet presence for Client. Monthly site promotion as well as web and email hosting will be provided at a rate of ~~\$39.95~~ <sup>\$29.95</sup> per month with one hour of site maintenance/edits per month. Maintenance hours due do not accrue and must be used in the month they are earned. The Client may terminate this contract at any point. Client also has the option of making annual payments thus receiving a free month of service.
- 3) **ISP:** WebOperations.net is not responsible for any outside internet attacks, system maintenance or server malfunctions related to hosting of the site outside of the WebOperations.net network.
- 4) **DESIGN:** This document is the sole binding source of any development specifications regarding Client's site. Design mockups will be provided no later than two (2) weeks from the signing of this contract and submitted for Client approval. Any changes or modifications to the design should be conveyed to the design team as soon as possible. Once the Client has signed off on the final mockup, site design will take no longer than two (2) weeks unless specified by the IS Director and initialed here.

  
Initial

- 5) **SOFTWARE DEVELOPMENT:** WebOperations.net creates custom software to run various applications and engines that power web sites and applications beyond any design or layout considerations. Any features, back end tools, or Client expectations of the software should be addressed in the above specifications and user flow description. All operating systems, hardware specifications or server side applications needed to run the software are the sole responsibility of the Client. On completion of these specifications, Client will have fifteen (15) days to request any minor layout changes or report any errors in the software function. After that time the site will be considered complete and final payment is due. Any additional features or addendums to the software that are not addressed in this document will be considered part of a new contract and are contingent on Client signoff of completion of this contract.
- 6) **COMPLETION DATE:** WebOperations.net and the client will work together to complete the web site in a timely manner. Web Operations agrees to work expeditiously to complete the web site no later than 60 days after date of contract, not including time needed by Client to proof design and assemble all content (all required graphics and text to be incorporated into the client's web site).
- 7) **PAYMENT OF FEES:** Fees to WebOperations.net for this agreement are due and payable on the following schedule: A minimum of 50% deposit is required upon the signing of this contract and delivery of accepted mockups, with the remaining 50% due and payable in full upon notification of completion of the web site to the contracted client specifications. Data will be delivered to the client on a CD or attached to an e-mail message upon receipt of final payment. Payment is due 30 days after it is billed.



