



41 Perimeter Center East, Suite 250  
 Dunwoody, Georgia 30346  
 P (678) 382-6700 F (678) 382-6701  
[dunwoodyga.gov](http://dunwoodyga.gov)

## **MEMORANDUM**

**To:** Mayor and City Council

**From:** Warren Hutmacher, City Manager

**Date:** November 14, 2011

**Subject:** **Requests to link Community Groups to the City Website**

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### **ITEM DESCRIPTION**

Discussion for the City Council regarding the possible establishment of a policy to allow the City to create links on our "splash" home page for websites of various community groups to their organization's websites.

### **BACKGROUND**

The City of Dunwoody, the Dunwoody Convention and Visitor's Bureau and the Dunwoody Chamber of Commerce partnered in 2010 to create a common brand for Dunwoody. Creating a new website for the City of Dunwoody and our partners was an element of the implementation of the new brand.

The City created a "splash" page for the URL [www.dunwoodyga.gov](http://www.dunwoodyga.gov) that has a link to the three partner organization's websites.

The City has received a request from the Dunwoody Homeowners Association for the City to create an additional link for their organization on the website "splash" page.

### **ANALYSIS**

The City Council is a policy making body. Setting limitations and regulations regarding the use of the City's website url is a policy decision that is beyond the authority of the City Manager to decide unilaterally.

The issue before the Council is to decide if any changes should be made to the "splash" page and if so, what parameters will be used to decide how to respond to various group's requests for inclusion on the "splash page"?

There is an alternative to allowing for links to the "splash page". It is not uncommon for cities to create a subpage from the City of Dunwoody website that allows for links to any and all community type groups. This would eliminate the need to modify the "splash" page and create an avenue for visibility to community groups.

### **FUNDING**

There is no funding associated with this request at this time. However, if the Council allows for additional links on the "splash page" there will be programming costs to modify the website. The group requesting inclusion on the "splash" page could pay these costs.



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## **RECOMMENDATION**

The City Council discusses this item and provides staff direction regarding this request.

## **ATTACHMENTS**

1. Copy of an image of the current "splash" page at [www.dunwoodyga.gov](http://www.dunwoodyga.gov)
2. Email request for inclusion on the "splash" page from the Dunwoody Homeowners Association President (Bill Grossman).

Wednesday, November 9, 2011 5:04 PM

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**Subject: City and DHA website coordination****Date:** Friday, November 4, 2011 3:09 PM**From:** Bill Grossman <bill.grossman@comcast.net>**To:** Warren Hutmacher <warren.hutmacher@dunwoodyga.gov>**Cc:** Ken Wright <ken.wright@dunwoodyga.gov>, Jay Kapp <jay@kappkoncepts.com>

We've given our webmaster, Jay Kapp, of <http://www.kappkoncepts.com/> approval for a major update of the DHA website. We will be adding discussion boards and other features. We would like to put Jay in contact with whomever handles the City website to coordinate adding a DHA tab on the City homepage; identical to that allowed by the City for the Dunwoody Chamber of Commerce and the CVBD.

Who should Jay coordinate with to complete the tab addition to the City website before the year is out?

Thanks

Bill Grossman

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