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[dunwoodyga.gov](http://dunwoodyga.gov)

## MEMORANDUM

**To:** Mayor and City Council  
**From:** Warren Hutmacher, City Manager  
**Date:** January 9, 2012  
**Subject:** **Update – Adding Community Groups to the Website**

### BACKGROUND

The City of Dunwoody, the Dunwoody Convention and Visitor’s Bureau and the Dunwoody Chamber of Commerce partnered in 2010 to create a unified brand for Dunwoody. One key element of the implementation of the new brand was the creation of a new website for the City of Dunwoody and our partners. 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.

In November 2011, the City received a request from a community organization to provide a link to their organization on the website “splash” page. After discussion, the Council asked staff to research adding a link somewhere on the City’s website from which residents and visitors could access community groups websites. Council asked staff to create draft guidelines, which could be used to guide decisions about the addition of groups and organizations to eliminate the possibility of arbitrary or capricious treatment of requests.

### DISCUSSION

Staff has researched the presence of community groups and organizations on surrounding municipalities and gathered examples of website policies/guidelines where available. The following chart summarizes the types of links provided, including those presently provided on Dunwoody’s website:

	County	Library	Sustainability	Newspapers	Transportation	Homeowners Associations	Swim/Tennis	Medical Centers	Post Offices	Sports & Rec. Opportunities	Restaurants	Schools	Arts	Places of Worship
<b>Dunwoody</b>	Y	Y	Y	N	Y	N	N	Y	N	Y	N	Y	Y	N
<b>Alpharetta</b>	Y	Y	Y	N	N	N	N	N	N	Y	N	Y	Y	N
<b>Decatur</b>	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y
<b>Duluth</b>	Y	Y	Y	N	Y	N	N	Y	Y	Y	Y	Y	Y	Y
<b>Johns Creek</b>	Y	Y	Y	Y	Y	Y	N	Y	N	Y	Y	Y	Y	N
<b>Marietta</b>	Y	Y	N	N	N	N	N	N	N	Y	Y	Y	Y	N
<b>Milton</b>	N	N	N	Y	N	N	N	N	N	Y	Y	Y	N	N
<b>Peachtree City</b>	Y	Y	Y	N	Y	Y	N	Y	N	Y	Y	Y	Y	N
<b>Sandy Springs</b>	N	Y	N	N	N	Y	N	Y	N	Y	N	Y	Y	N
<b>Smyrna</b>	Y	Y	N	N	N	N	N	Y	N	Y	N	Y	N	N
<b>Suwanee</b>	Y	Y	Y	Y	Y	Y	N	Y	N	Y	N	Y	Y	N



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Of the ten other cities surveyed, just under half provide links or some information about neighborhoods or homeowners associations (HOA). Johns Creek, for example, provides a map of neighborhoods where Decatur provides contact information for each HOA president and websites for the organization if available. None of the surveyed cities provide links to swim/tennis organizations. Only two of the ten provide a list or links to places of worship.

Additional consideration should be given to the fact that as a ".gov" internet domain, the City of Dunwoody is bound by additional restrictions and guidelines for content. The main restriction is that there can be no non-governmental advertisements. We cannot advertise for private individuals, firms, or corporations, or imply in any manner an endorsement or favor of a specific commercial product, commodity, or service.

## **GUIDELINES**

Based on this research and discussions with neighboring and nearby cities, in addition to other information already available on our website, staff recommends limiting links for community organizations to the following categories and proposed the following guidelines for consideration:

- Homeowner's Associations – list any Dunwoody centric organization that purports to represent the interests of a group of citizens to preserve, protect and enhance their quality of life.
- Community Groups – list any group who is formed as a "not for profit" type of organization, who is based in Dunwoody and who either provides services or whose mission is of specific interest to Dunwoody citizens, businesses and visitors.
- Places of Worship – list any organized place of worship (to include but not limited to churches, synagogues, and temples) whose physical addresses are within the City of Dunwoody, whose operation as a place of worship is enabled through zoning, and which conducts regular worship services.
- Schools and Institutes of Higher Education – list and provide links to all DeKalb County Schools and institutes of higher education recognized by the University System of Georgia (or of a not for profit model) whose physical addresses are within the City of Dunwoody.
- Swim / Tennis Organizations – list organizations with swim and/or tennis facilities whose physical addresses are within the City of Dunwoody, are not created solely as a profit making venture, and who serve Dunwoody residents.

For any external links, staff strongly recommends a disclaimer message which would state the user is leaving the City's website and that the City does not endorse or take responsibility for any group or the contents of their website.

Staff recommends placing this new list of community links to the existing Residents Page (Useful Information) - [http://www.dunwoodyga.gov/Residents/useful\\_information.aspx](http://www.dunwoodyga.gov/Residents/useful_information.aspx)

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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Smart people – Smart city

I'm interested in...

- City Calendar
- Meeting Agendas
- Pay a Citation
- Latest City News
- Police Department
- Employment
- Submit a Concern
- City of Dunwoody

- Hotel Reservations
- Shopping
- Dining
- Planning a Meeting or Special Event
- Dunwoody Attractions
- Dunwoody Events
- CVBD

- Become a Member
- About the Chamber
- Chamber Events
- YPODs
- Member Directory
- Hot Dunwoody Deals
- Chamber Ambassadors
- Chamber of Commerce