

Summary of October 25, 2007 Focus Macomb Quality of Life Committee Meeting

Members Present:

Karen Parenteau,
Chris Pozios
Roy Rose
Paul Socia,
Fred Thompson

Michael Rozny

Members Not Attending:

Ameldia Brown	Susan Doherty
Joseph Abdo	Larry Garrisi
Tony Comito	Jay Goscinski
Michele Barnard	Jonathon Green
Arthur Mullen	Jack Liang
I J Campbell	Frank Marella
Suzanne Coats	Mounir Sharbeem
Ken DeCock	

Guest: Ramsey Sweis, President Aqaba Technologies, Inc.

Introduction:

Mike Rozny commented that the Committee might benefit from hearing a different website proposal than presented in September, and then introduced Mr. Sweis.

Presentation:

Mr. Sweis said that the website should draw in the public, reviewed his proposal (copy to be mailed), and highlighted effective vs. ineffective technology on the web. He emphasized that if the site doesn't capture the user's interest, the site will fail. High points of the presentation follow:

- The technology would be tailored, and designed to draw users. It not allow the user to escape when linking to an affiliated site. The design would not be "canned".
- The technology would be dynamic, using a number of available sources to provide timely and pertinent information to the user. Banners and badges would be prominently placed to draw the user to features. These would be built into the software, and allow update with minimal effort and cost.
- The technology could provide greater or lesser degrees of coverage to subscribers.
- The technology would be low cost and affordable to the subscriber. Costs could vary depending on the features we required. The Contractor would charge a direct fee to the Committee. The legal structure for contracting, and the method of payment must be determined.
- Low cost should eliminate any consideration of County funding, thereby simplifying the Committee's presentation before the Board of Commissioners.
- The Committee could partner with a major area institution such as the Detroit Free Press or the Macomb Daily as possible candidates. They could market for us.
- Aqaba Technologies will consider different levels of support. It could develop and manage the site or it could simply serve in a development capacity.
- Development could be complete in two weeks.
- The site's organization could be consistent with the headings identified at the August 23 meeting.
- The site could be coordinated with other County IT operations.

Next Steps:

The Committee was receptive and thanked Mr. Sweis. The Committee now has two significantly different approaches to consider, and we decided to meet again within the next three weeks (date to be determined) to evaluate them. An evaluation matrix has been developed for this purpose.

Adjournment and Next Meeting:

The meeting concluded at 5:55 pm. The Committee will be advised of the next meeting time and venue once determined.