

Present: David Bruce, John Krueger, Christina Yancho

1. Members Only Section
 - a. Forum
 - i. The forum is difficult for members to use due to the password-protection of the Members Only page.
 - ii. Recommend it be removed, and forum subscribers notified beforehand.
 - b. Recommend that the username and password be supplied to new members with their welcome kit.
 - c. Recommended restructuring of Members Only section
 - i. Insert calendar of events, to be updated monthly. Include board, committee and membership meeting dates; events; *Michigan Landscape* Submission deadlines (with a link to the email address of the person responsible for submissions).
 - ii. Calendar of Mall Show setup and staffing, with links to (this year) Joleen Huyck and Sherry Kudwa for sign-up.
 - iii. Downloadable Application for renewing members, .pdf format
 - iv. Advertising price schedule – for directory and web advertising
 - v. GALNA bylaws, .pdf format
 - vi. Include a list of Committee members – perhaps on the main page of the Members Only section.
 - vii. Banner advertising, member-to-member, to offset costs of the above pages
 - viii. Christina will research the cost of these pages.
2. Home Page. The banner ad has been removed from home page, per prior board approval.
3. Contact Page
 - a. Update list of Officers; resolve to update the list promptly after each election. Christina will provide 2007 officers list to Mary Suski for updating.
 - b. Discussed usefulness of the maps on this page. Christina will ask Mary Suski how important they are to search engine visibility, and whether they can be removed.
 - c. Discussed providing a redirect for users, so they can return to the page they were viewing before they visited the contact page. Christina will discuss cost w/ Mary S.
4. Coupon Page
 - a. Christina to request that Mary S remove the current coupons, and add instructions for users to print the page or contact the member to redeem the coupon.
 - b. Discussed possibility of an advertising page, to redirect or click through to the coupon page. It would defray cost of some of the new pages recommended by committee, as well as annual updates of directory and other pages.
 - c. Recommend increasing admin fee to \$25 per coupon change.
 - d. How to solicit new coupons from members?
5. Landscaping Tips page
 - a. Links to be removed from tips, per prior board approval, while still giving credit to the author. Christina will notify Mary S. of the change so she can remove the links.
 - b. Tips will no longer be a paid position on the site. Did not discuss criteria for tip/author selection.
6. Forum Replacement - Communication
 - a. Option 1: Yahoo! group.(groups.yahoo.com) Email-based, free service. Signup required to subscribe to the list. Private list (invitation only) available. General public cannot access or post messages.

- b. Option 2: Myspace group. (www.myspace.com) Web-based, free service. Signup required, possibly other steps as well, to subscribe to the service. Private list (invitation only) available. It appears the general public can access messages, but cannot post them.
 - c. Both options include ability to post files for group use, as well as calendar.
 - d. Recommend choosing an option, and starting a group for the board to test.
- 7. Directory Update and Format
 - a. The change of member categories might affect the database search feature. Christina to ask Mary about this, and find out what additional costs might be involved.
 - b. Christina will get the updated database from Mary Beth after directory is approved, and submit to Mary Suski for posting.
- 8. Photo Album pages
 - a. David suggested a slide show format for the photo album pages. Would make the photos more convenient to view. Christina to inquire as to cost.
 - b. Recommend replacing current photo files with higher resolution for viewing detail.
 - c. Recommend a link from photo descriptions to matching member category pages.
- 9. Member Search features. Discussed a zip code search option; determined there are too few members, and too many potential problems for this type of search to work well at this time.
- 10. Question/Answer feature proposed.
 - a. Discussed an “Ask GALNA” column feature. Would consist of a contact form similar to the Contact Page, where a user could post a question for advice from a member.
 - b. Determined that GALNA is not equipped to handle the questions, assuming that most would appear at members’ most busy times of year. Discussed posting a link to Genesee County MG on Tips page. Example: “Need to know more about gardening and landscaping? Click here to visit Genesee County Master Gardeners.”
- 11. Recommend a “Join GALNA” page
 - a. Link from Home Page only?
 - b. Include benefits of membership.
 - c. Format similar to Contact page; require the following fields: company, name, address, phone, email. Christina to inquire about cost.
 - d. The contact request would be received by a board member, who would forward a copy of the application to the potential member via email.
- 12. Miscellaneous
 - a. Redundant/unusual wording
 - i. “Michigan Landscape Companies” link in the menu bar may be confusing to users. The word Michigan is used in it to attract search engines, along with the other four instances on the home page. Recommend renaming this link. Example: “Find a Member” or “Choose a GALNA member”
 - ii. Recommend changing “Choose GALNA members” link to “About Us”. This wording will better represent the page it links. If the search page link becomes “Choose a GALNA member” the word choose will still be on the page to attract search engines.
 - b. Recommend removing municipality names from the sidebar on the Photo page, or changing their font color if Mary S believes their removal will be a detriment to search engine placement.