1. Budget/Expense – Initial and on-going
   1. Website Hosting
   2. Plug-ins
      1. Theme and template - Genesis
      2. Payment tool
      3. Registration system
      4. Mailing system
      5. Other plugins
2. Mission Statement of FFBC
   1. The Fremont Freewheelers Bicycle Club (FFBC) is a non-profit club organized for the purpose of promoting all facets of bicycling including leisure, recreational, touring and racing, always with an emphasis on bicycle safety and education. Promote planning and development of bikeways within and between cities.
3. Purpose of website
   1. Provide info about organization
   2. Share educational info on biking – on-line info and training presentations. Encourage and work for bicyclist education and promote safe biking
   3. Offer events (Primavera, etc.)
   4. Present ongoing rides
   5. Support our club
   6. Support of Race Team
4. Objectives – measurable results – develop analytics to measure the following – define success
   1. More website activity by members and prospective members
   2. Educate more people with info on site
   3. Increase name recognition of club
   4. Increase event (Primavera) participation
5. Values to communicate with the website
   1. Define
   2. Color scheme to accentuate values
6. How to drive traffic?
   1. How to publicize
7. Audience
   1. Age group/gender
   2. Shared interest
   3. Access methods to get to website – mobile, etc.?
8. Call to action at home page of website. Key items:
   1. Ride Calendar
   2. Newsletter
   3. Meeting Minutes
   4. Race Team
   5. Membership
   6. Events – Primavera
9. Pages on website (not in order of priority)
   1. Home/Announcements /Links to other pages/Sponsors
   2. Ride Calendar/events
   3. Cindy Training
   4. Primavera
   5. Race Team (website external)
   6. Club docs/policies/FAQs
   7. Club Officers
   8. Newsletter (with archived history)
   9. Club Minutes (with archived history)
   10. External Biking info
10. Updates/Ongoing maintenance
    1. Monthly announcements
    2. Ride Calendar/event schedules
    3. Primavera Status
    4. Newsletter
    5. Board Meeting Minutes
    6. Blogs?
11. Method of accessing website
    1. Mobile
    2. Browsers?
12. Define pages
    1. Page structure
       1. Elements
       2. Sidebars, footer, header
    2. Content
       1. Text, Pics
    3. Graphic style
    4. Social Media Links
    5. Take advantage of Creativecommons.org material/resources
13. Testing
    1. See page 211 of “Web Diva Wisdom” for checklist
14. Going live on new site and publicizing
15. Item driving launch date – Primavera
    1. Oct 1 – website goes live and advertises Primavera (amongst other things)
    2. Dec 1 –rider registration system goes live