1. Budget/Expense – Initial and on-going
   1. Website Hosting
      1. GoDaddy - Best - looks like 3 years for $162
   2. Plug-ins
      1. Theme and template
         1. Genesis $100 one time purchase – gives access to discussion boards
      2. Form tool – could create registration system
         1. Gravity – Lisa can share her developer license
         2. Formidable Pro – Bob can share his license
      3. Payment tool
         1. Stripe (req SSL $70/yr) 2.9% transaction fee - Best with Gravity plug-in
         2. Paypal – 2.9% (approx.) transaction fee
      4. Registration system
         1. Eventbrite – 3% transaction cost
      5. Mailing system
         1. Mailchimp – free and good enough
         2. Constant Contact - $20/mo (expensive)
      6. Calendar – rides, etc.
         1. Consider Google Calendar
      7. Other plugins

Budget total for most probably solution:

$262 up front (no SSL) approx. 3% transaction fees on memberships and event signups

1. 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.
2. 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
3. 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. Convenient Ride leader direct access
4. Values to communicate with the website
   1. Define
   2. Color scheme to accentuate values
5. How to drive traffic?
   1. How to publicize
      1. At launch consider something like a scavenger hunt on website with winner getting some prize
6. Audience
   1. Age group/gender
   2. Shared interest
   3. Access methods to get to website – mobile, etc.?
   4. Professions
   5. Weekend or Weekday
   6. Children’s events
7. Call to action at home page of website. One site used pictures as links to the action items. Looked good. Key items:
   1. Join us for a ride - Ride Calendar
   2. Find out how the racing team is performing - Race Team
   3. Signup and become a member - Membership
   4. Join us for one of our events – Primavera, Cindy Ride
8. 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
9. Updates/Ongoing maintenance – setup to allow selective access so multiple people can independently support different parts of website. For example:
   1. Monthly announcements
   2. Ride Calendar/event schedules
   3. Primavera Status
   4. Newsletter
   5. Board Meeting Minutes
   6. Blogs?
10. Method of accessing website – Genesis themes cover all these issues
    1. Mobile
    2. Browsers?
11. Define pages
    1. Genesis
       1. Simple edits
       2. Responsive slider
       3. Built in header & footer management – for social media, copyrights, etc.
    2. Page structure
       1. Elements
       2. Sidebars, footer, header
    3. Content
       1. Text, Pics
    4. Graphic style
    5. Social Media Links
    6. Take advantage of Creativecommons.org material/resources
    7. WordPress page error default – 404 – modify from default and go to home page.
12. Testing
    1. See page 211 of “Web Diva Wisdom” for checklist
13. Going live on new site and publicizing
    1. Start with parallel website. GoDaddy supports this.
14. 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