

Lighten Up NH! Committee Meeting Minutes

April 6, 2007

Attending: Val Long, Colette Janson-Sand, Martha Judson, Brenda Carey, Helen Costello, Debbie Luppold, Charlene Baxter, Julia Peterson, Patti Halpin ... Scott Estle, and Karen Balnis

WEBSITE

Tisha Geeza and Gretchen Bergsted were introduced to review concept for the website.

Tisha reviewed their goals based on the expectations we communicated.

1. Friendly to all visiting the website
2. professional appearance
3. non-intimidating

They presented 3 concepts:

Concept #1

1. Home page: Navigation
 - a. Site opens on the individual home page
 - b. Logo-identity: redesigned
 - c. Break into age groups
 - d. Featured areas -- menus
 - e. Ability to change text size
 - f. Map – able to search in your area
 - g. Kids entry point: egg scramblers
 - h. Links to UNHCE, HNHfoundation, and alliance members
 - i. Links for navigation bottom
2. Adult page
 - a. Map bumps over to side
 - b. Left is main navigation
 - c. Right is for featured articles
3. Local Resources
 - a. Divided by subject matter and by county
 - b. Information will drive the links
 - c. Latest trend

Concept #2

1. Has search capability -- (as did Concept #1 but it wasn't as noticeable)
2. Includes welcome paragraph and some directions
3. Suggestion: have a tag line

Concept #3

1. Added the word "free" to the available info
2. Tip of the week

Davis's Questions:

- Interactive?
- Sign in... maybe for alliance members?
- What do we like from each site design? Focus on home page 1st.
- Logo – do we need a graphic to go with the words? Or do the font/words will hold for the identity
- Acknowledgements could be smaller.
- Davis will send PDF files on Monday
- How would Tisha and Gretchen like our comments?
 - “sticky” notes
 - itemized comments

DISCUSSION ON THE WEBSITE

1. Make sure to change the url to lightenupnh.org
2. We talked in the past about having an initial layer, home page before the “individual home” Do we like how this worked?
 - a) What Davis presented is quicker to the content
 - b) Professionals could navigate easily from the individual home
 - c) Professionals might be put off by the individual look
 - ? ego
 - but we could send direct links for professional home page
 - would they be more likely to refer patients if they have seen the individual page
 - d) Is it more acceptable to physicians to go to a general home page
3. Masthead:
Concensus: #1 but make the search feature stand out
4. Background: Majority said white
5. Bottom: do we need the questions? Maybe cutting them out will have it take up less room, make it smaller, active links, like the blue
6. Navigation tabs: like the colored tabs, concept #1
7. Map: like the map within the picture, faded out as in #3, not sure if we like the text with the map on #3
 - a) Should we move the map?
 - b) How important is the map – yes, people will relate to the local aspect
 - c) Different color counties help them to stand out, people are familiar with this concept
 - d) OPTIONS: we'd like to see the map over on the left and also faded out to the right of the picture
 - e) Add a zip code field to the map so they can search either way

8. Picture: rotating picture, maybe could be disorienting
 - a) Looking fresh vs distraction of changing image
 - b) Allows us to portray different people, different activities

9. Egg – concept to attract children
 - a) We agreed we'd like to use some type of mascot, not sure if egg is the right choice
 - b) Needs more explanation as to what it is, why its there

10. LOGO
 - a) Do we want a graphic to go with the words --
 - b) Do we want to use NH instead of written out
 - try the logo with NH rather than written out –
 - using NH is consistent with web address
 - c) Do we want to put the tag line underneath – this would work better with NH
 - healthy eating, active living... statewide obesity plan is using this. Would/should we use this, they might like it
 - search for words with NH in them... eg eNHance
 - d) Do we want a subcommittee to approve a logo
 - e) Did Gretchen have any ideas about it, should Scott design it?
 - f) Ideas – upward motion image... figure reaching up, sun rays shining up, plant growing up, etc

BASECAMP

Scott presented the Basecamp site as a communication option.

Discussion- this does some more than Google docs. Karen and Charlene looked at it and liked it. The subscription is \$12-24 per month.

Action- Lets try it.

Meeting adjourned.

Next Meeting – Friday, April 20. 9:00 AM to noon, Boscawen, NH