

From: [James Clinch](#)
To: [Roger Effron](#)
Cc: [Kelly Michaels](#); [Lorraine Anderson](#); [Roger Clark](#); [Roger Navarro](#)
Subject: RE: Website information for CAB
Date: Monday, September 29, 2025 3:44:00 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
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[image005.png](#)
[image006.png](#)

Hello Roger –

Please see the additional information below from our IT Director and PIO concerning the City's website and the upcoming redesign project, which is budgeted to begin this coming fiscal year. There is a lot of information here, but it provides a nice overview of the project and the challenges we currently face with the existing City website.

I look forward to discussing further with you and the CAB as we work together on this initiative.

Thank You – James

City Website Information Request:

Last Update & Current State

Our website was last redesigned over seven years ago. While we've made incremental updates since then, the underlying technology and design are showing their age big time. This includes ADA compliance issues, especially relative to upcoming Federal requirements (WCAG 2.1 AA), as well as usability challenges for both staff and citizens.

Website Usage & Analytics

Most of our traffic comes from mobile devices across all of our visitors, but the current platform is not mobile-friendly. The most visited pages on most websites are jobs boards/postings, online bill payment, and things like public meetings.

Having said that, we will pull detailed Google Analytics data to get metrics on total hits, page views, and other engagement stats.

Update Frequency

Aside from news releases/updates from PIO's office, recent examples of updates include building permitting fee changes, online bill pay updates, and farmers market logistics. Each department owns and updates its respective content, which helps

ensure our site is as accurate as possible. These are made as needed and occur throughout the months. This distribution of work does introduce some inconsistencies, some of which I blame the current backend platform/editing interface (aka CMS) not being user friendly and difficult to use. Some part of the website is updated daily during a typical week, between news, announcements, calendar items, corrections, and each department's ongoing work.

Staffing

Content updates are decentralized—each department manages its own pages. While this distributes the workload, it also highlights the need for a more user-friendly content management system (**CMS**- this is an acronym we'll use more over the coming months. Honestly, any website redesign and restructuring project's long-term success is highly dependent on the abilities of the underlying CMS; aesthetics, maintainability, manageability, and integrations (e.g. meeting agendas, access city services like permitting, etc.) rely on the underlying CMS as the core component that will unlock or hamper our future site's true potential.

Key Challenges

- **ADA Compliance:** Meeting new federal accessibility standards before the 2027 deadline.
- **Navigation & Usability:** Feedback indicates difficulty finding information, likely due to too many links and lack of intuitive structure.
- **Mobile Experience:** The current site is not optimized for mobile, despite most traffic coming from mobile devices.
- **No operational maintenance process** to clear out old, outdated data, making the site kludgy and making AI less useful and inaccurate.

Future Direction

While these are tentative goals, the upcoming redesign will focus on:

- A modern, ADA-compliant, mobile-first design.
- Streamlined site navigation based on user “journeys.” Some of these journeys will like mirror current 'paths' people take on our site today, while others will be different and made possible through the new design and technology, as well as new processes we will jointly identify and create.
- Continued and tighter integration with public meeting information (agendas, minutes, recordings).
- Compliance with Florida's statutory requirements for municipal websites.
- Modern and higher value searching, providing visitors with direction and faster access to data they will find useful. Powered by native AI engine(s).

James Clinch, PE, MPA

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From: James Clinch

Sent: Sunday, September 28, 2025 11:58 AM

To: Roger Effron <REffron@Venicefl.gov>

Cc: Kelly Michaels <kmichaels@venicefl.gov>; Lorraine Anderson <landerson@venicefl.gov>; Roger Clark <RClark@venicefl.gov>; Roger Navarro <rnavarro@venicefl.gov>

Subject: RE: Website information for CAB

Good Morning Roger –

We can certainly get this information together for you all prior to your next meeting on October 15th.

I do want to highlight the importance of getting your board to discuss and agree to the priority and work-plan for this coming year. With the recent addition of the website evaluation item, there are now 8 items on the CAB's "to do" list. I think it would be helpful to have a discussion with your board members on how to delegate these duties, and which specific tasks you would like to focus on first.

1. Elevate the City's Bicycle level to Gold.
2. Review and assist with the WCIND land acquisition
3. Conduct environmental reviews of City Capital Improvement Projects
4. Continue work on the Park Master Plan

5. Conduct a study of the impact on the City's resources due to the City's growth
6. Continue to fulfill the responsibilities concerning Art and Parks as directed by the City Council
7. Review of Venice Code Sec. 46-5 regarding the policy for naming or renaming a city owned facility or park to make recommendations to improve process.
8. City of Venice Website Evaluation and Recommendations

We will get that information together for you on the website and I've also asked our Planning & Zoning Director, Roger Clark, to give you all an update on the Parks Master Plan which will be starting this fall. I want to be sure the board understands what that important project will entail and how they can help to support the process.

Look forward to seeing you on the 15th and let me know if you have any questions in the meantime.

Thank You,

James Clinch, PE, MPA

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From: Roger Effron <REffron@Venicefl.gov>

Sent: Sunday, September 28, 2025 7:34 AM

To: James Clinch <JClinch@venicefl.gov>

Subject: Website information for CAB

James

I believe that the next major task the Community Advisory Board will tackle at its October meeting will be the City's website.

I would like to get a head start on this assignment given we meet only once a month.

May I ask you to request one of your staff members, most likely Lorraine, who can answer the following questions in time for our next meeting.

- When was the last update of the City's website?
- What are the stats when it comes to the website...how many hits; pages most viewed; etc.etc?
- How often is the website updated beside the news releases?
- Any other stats that you think are valuable when it comes to the website.
- How many people are responsible for updating the website?
- What do you see are the three major challenges with the City's website?

Thanks

Roger

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Roger Effron

Board Member

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