

**WHITE PAPER
FOR
STRAUS PARK WEBSITE CONSIDERATIONS
AND
STRAUS PARK WEBSITE STRUCTURE**

Prepared by Harry Fiedler

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Please direct any question or comments to me at:
Cell: 901-233-2949 and leave a message
Home: 828-884-4337
Email: m81dude@earthlink.net
She who holds the long leash – Adrienne at Home

Harry Fiedler

STRAUS PARK WEBSITE CONSIDERATIONS

During our last Wednesday night meeting 7/13/05, Lloyd Fisher offered to avail his website for our use. I stated that the site – “strauspark.com” – had not been up and running for the last several months. He told me it was and that I should come by and meet with Lori, his secretary who manages the site. I did so the next afternoon and through our preliminary discussion found out that I was correct: strauspark.com did not function. However, if one uses the URL www.strauspark.com - it works just fine. The shortened version, which is universally used now, would not access the site. Lloyd was not aware of this fact and stated he would have Lori change the way the site is accessed.

In summary, Lloyd, Lori and I discussed the following on 7/14/05:

1. The www.strauspark.com domain name is registered to Fisher Realty, the site information is owned by them, and Lori is the webmaster.
2. Lori has all source files, ie: code, graphics, and supporting documentation to establish and maintain the site. She currently uses Microsoft Front Page as the web authoring software but is in the process of migrating to Macromedia Dreamweaver. The site is hosted by a local company.
3. Lloyd initially suggested that we become an adjunct to his site. My objection to that idea was that the homeowner's site should be independent of business interest and therefore should stand on its own. We reached agreement on that point after a short discussion. Lloyd went on to explain that his only motive in his recommendation was to make it easier for us to get up and running. Since that appeared to be his only motive, I asked him to provide his site information to us in order to establish a parallel site that is common in appearance and would allow us to use some of the existing graphics (which are quite good) in order to minimize our ramp-up curve in establishing our site. He agreed to have Lori provide me with the entire site's files.
4. There would be no interaction between the two sites – and no strings attached. They would be developed separately and maintain their independence. I suggested that we maintain the strauspark moniker and register the domain “strauspark.org” so that identification by the residents would be easy. The format of our site would not be identical to the Fisher's; however, there would be some graphical similarities since the site plan and Straus Park emblems already exist.
5. Lloyd has also offered to provide historical, current, and future information and documentation for our site. One item he mentioned in particular is the source file of the bylaws for our community. We would publish it as a residents' document and it would leave the hands of the realty company where it now resides. I believe such cooperation is outstanding and indicates a positive working relationship between the two sites.
6. Lori is collating their site information and will provide it to me within the next week.

I recommend we take the following course of action:

1. Register the domain name of www.strauspark.org - I took it upon myself to do this and have already paid the \$12 for the first year of registration. If this domain fails to be satisfactory to the membership, we can purchase another.
2. Use the Fisher web files as a source to get our site started. The intent here is to piggy back on the graphics that are available since that is the most time consuming and possibly costly to develop. I state again, content will be solely ours – there are no caveats or conditions on the use of the materials. I plan to ask Lloyd for written release of this information since there is a statement of proprietary information on their Home Page.
3. Begin development of a “straw man” website using the provided materials.

I am personally volunteering the following services:

1. Act as webmaster for www.strauspark.org
2. Use my personal hardware and software resources to establish and maintain the website. I will use and provide:
 - a. Macromedia DreamWeaver as the authoring platform to minimize site construction time and maximize browser compatibility.
 - b. Filemaker Pro to provide database information.
 - c. Adobe Acrobat to provide downloadable files in pdf format.
 - d. Microsoft Office products for any files that are not appropriate as pdf.
 - e. Free software support to users of the website. This will include links to items such as Adobe Reader, various programs to de-compress files, numerous multimedia players and specialty viewers for programs such as flash and java.
3. Find and contract with an ISP that will provide efficient hosting of the site. Efficient hosting means that cost is minimized, disk space and download volumes meet our needs, appropriate ancillary services are provided, and an upward growth path is available.

STRAUS PARK WEBSITE STRUCTURE

STATEMENT OF PURPOSE

The sole purpose of the website is to serve the community residents and will act as an information and communications forum directly accessible on the world wide web without being encumbered via proxy gates or servers. Herein contained is a list of suggestions for the Straus Park residents’ website – The project will be an iterative process starting out in a basic format and adding items as we grow, with member input being the primary impetus for content.

GENERAL DESIGN CONSIDERATIONS

1. Have www.strauspark.org as the website name. Total cost to the association will be less than \$20 per month. (I believe it will be around \$15)
2. Have a “top down” (pyramid type) structure that starts with all neighborhoods having a place on the home page. Further menu selections advance to the information applicable to that specific neighborhood.
3. Make information applicable to all neighborhoods available in a common area, and specific information available only under the specific neighborhoods.
4. Provide general information areas that anyone accessing the site can view and secure information areas (by password access) that only individuals belonging to Straus Park neighborhoods can access.

SPECIFIC WEB PAGE IDEAS

1. Home page – as described in #2 above – with appropriate description and instructions to get the most out of the site
2. Information area accessible to anyone visiting the site
 - a. Straus Park Site Plan showing lot numbers
 - b. Neighborhoods
 - c. Amenities
 - d. Activity groups and schedules, ie; tennis, book club, bridge, etc.
 - e. Newsletters
 - f. Schedule of events in calendar format
 - g. Brevard area items of interest possibly in calendar format
 - h. Web links for Brevard area items of interest
 - i. Web links to State, County and Brevard
 - j. Direct email link to webmaster for site recommendations and help
3. Information area only accessible using a password
 - a. Bylaws and covenants
 - b. Member recommended web links
 - c. Neighborhood member list – database format
 - d. Answers to frequently asked question (FAQs)
 - e. Minutes and other data from Master Association
 - e. Email listing – database driven for direct communication
 - f. Chat room
 - g. List of items of concern and individuals for action
 - h. Listing/links for general homeowner services with user comments
 - i. Form for taking polls for general consensus relative to hot issues
 - j. Minutes and info from each neighborhood association
 - k. Email addresses related to the site for those who want them