

**For “in-person” meetings, persons who are not on the agenda but wish to address the governing body must register to speak at least 15 minutes prior to the start of the meeting. For Zoom meetings, the Mayor will canvas attendees for those wishing to speak. Time limits will be imposed. Written comments and/or questions to be addressed at the meeting, must be submitted to [jimauxer@yahoo.com](mailto:jimauxer@yahoo.com) 24 hours before the meeting. Requests for copies of documents related to agenda items must be made in writing at least 24 hours in advance of the meeting, not during the meeting. NOTE: Council members are elected to represent citizens of the Corporation of Shepherdstown, please contact them regarding any questions or comments you may have about the agenda items. This Council follows Robert’s Rules of Order (Revised).**

THE MEETING IS STREAMED ON THE TOWN’S FACEBOOK PAGE  
“SHEPHERDSTOWN, WEST VIRGINIA”

## **TOWN COUNCIL MEETING AGENDA**

Tuesday, December 13, 2022

6:30 p.m.

LOCATION: TOWN HALL

104 NORTH KING STREET

MASK WEARING IS OPTIONAL

1. Call to order
2. Approval of Town Council Meeting Minutes of November 8, 2022
3. **Public Comment Period**
  - a. Persons who have registered to address Town Council.
4. **Visitors**
5. **Public Hearings**
  - a. First Reading To An Ordinance Re-Enacting Section 9-207 Of Chapter 2 Of Title 9 Of The Code Of Shepherdstown, West Virginia, To Prohibit Driveways That Cross Public Sidewalks

- b. First Reading To An Ordinance Re-Enacting Section 11-405 Of Chapter 4 Of Title 11 Of The Code Of Shepherdstown, West Virginia, To Prohibit Driveways That Cross Public Sidewalks
- c. First Reading To An Ordinance Section 9-902 Project Permits

**6. Unfinished Business**

- a. Market House update
- b. Short-term rental update

**7. Old Business**

**8. New Business**

- a. Training for Elected and Appointed Town Officials – January 19, 2023 at 5:30 p.m. Shepherd University Byrd Center
- b. Update of Town’s website – approval of selected proposal

**9. Reports of Committees**

**A. Finance Committee**

- 1. No meeting November 2022
- 2. Recommendations: NONE

**B. Parking Committee**

- 1. No meeting in November 2022
- 2. Recommendations: NONE

**C. Police Committee**

- 1. No meeting November 2022
- 2. Recommendations: NONE

**D. Public Works Committee**

- 1. Meeting minutes of November 2022- not available
- 2. Recommendations:
  - a. Revision to Section 11-405 Driveways Across Sidewalks

**E. Parks and Recreation Committee**

1. Meeting minutes of November 2022- not available
2. Recommendations: NONE

**F. Grants Committee**

1. No meeting in November 2022
2. Recommendations: NONE

**11. Report of Commissions and Boards**

**A. Tree Commission**

1. Meeting minutes of November 2022 - not available
2. Recommendations: NONE

**B. Water and Sanitary Board**

1. Meeting minutes of December 1, 2022 – not available
2. Recommendations: NONE

**C. Historic Landmarks Commission**

1. Meeting minutes of November 2022
2. Recommendations: NONE

**D. Planning Commission**

1. Meeting minutes of November 2022 – not available
2. Recommendations:
  - a. Revision to 9-207 Off-Street Parking Requirements and 9-902 Permit Fee Schedule

**E. Board of Appeals**

**12. Mayor's Report**

**Shepherdstown Town Council Meeting Minutes**  
**Tuesday, November 8, 2022**  
**Town Hall**  
**104 North King Street**  
**6:30 p.m.**  
**Mask Wearing is Optional**  
**Also being streamed on the town's Facebook page "Shepherdstown,**  
**West Virginia"**  
**DRAFT**

**Present:** Jim Auxer (Mayor), Lori Robertson (Recorder), Marty Amerikaner, Jenny Haynes, Chris Stroeck, Leah Rumpy, and Cheryl Roberts.

**Absent:** None

**Staff:** Town Clerk Amy Boyd and Director of Public Works Frank Welch.

**Visitors:** Steve Pearson, Bob Keller, Annette Gavin Bates, Meredith Wait, Jim Ford, and Harvey Heyser.

**Agenda Items 1 and 2-Call to order/approval of Town Council Minutes (vote required):**

Call to order by Mayor Auxer at 6:30 pm.

Approval of the Town Council Meeting Draft Minutes of October 11, and November 1 (not available), 2022.

**C. Stroeck- move to approve Town Council Draft Minutes of October 11, 2022. Second by J. Rumpy. No objections noted.**

**Minutes of November 1, 2022 were sent to Council, thus available.**

**C. Stroeck – move to approve Town Council Draft Minutes of November 1, 2022. Second by L. Rumpy. No objections noted.**

**Agenda Item 3 – Public Comment Period:**

- a. Persons who have registered to address Town Council.



**Agenda Item 4 - Visitors:**

Visitor's comments, if any, are logged in under the specific agenda items.

a. Annette Gavin Bates – Jefferson County Convention & Visitor's Bureau

Annette is the CEO of the Jefferson County CVB. She is here to give updates on the marketing the CVB is doing. The CVB has invested a lot of money in marketing utilizing paper materials, visuals, social media, etc.

The purpose of the CVB is to appeal to a wide variety people to get them to come to the area to visit. The largest market for our area is the DC-Metro area.

The CVB has a lot of local and regional partnerships – Berkeley Springs, Martinsburg, Ranson, etc.

We leverage our dollars with other areas/partnerships to get more bang for our buck.

Videographers are expensive but very much worth the money. The well-made videos can equate to broadcasting opportunities on TV. Social Media – we have hired a social media coordinator who now works with the CVB marketing team. We now have a presence on Tik Tok.

The website – we are always reassessing and improving the website.

Endorsements –Shepherdstown and Harpers Ferry get the most accolades.

We have a partnership with WV Tourism – this allows the marketing for all of Jefferson County to spread even faster.

Tourism Summit – was held in May at the Bavarian Inn with 123 in attendance. Destination Management is so important in marketing. The next one is April 19, 2023.

The Smithsonian Campaign – there have been 3.5 million hits – so very successful.

Town brochures have been utilized.

Theme Trails – we have many themed trails – Libation Trail, Arts Trail, Sweets Trail, Biking Trails, and the C&O are some examples. Shop Small Campaign – “Find Your Joy in Jefferson County”.

A signature event – “Frosty Fest” – Shepherd University will be a huge part of this event – an ice skating rink in the bowl on Shepherd property.

Restaurant Week – the 1<sup>st</sup> week of March.

Wayfinding – equates to directional signage in each town – it will look very good and professional.

Welcome Center – thanked us for giving the CVB a place to land.

They love the location in town but the lease expires April 1 and wants to explore other options in town. She would like the council to consider their desire to stay in town. They sell Shepherdstown logo items – t-shirts, hats, bags, all of which have been big sellers.

2022 Digital Campaign = WV Living Magazine that features Jefferson County, and an insert will go in a DC Bulletin.

Traffic is up 50% on the website. The page use has increased, New York equals 8.6% of the website traffic. Outdoor recreation is the #1 interest.

More money is spent in the Eastern Panhandle than any other region of the state.

Video = streaming

A new platform being used is Bandwango.

They are taking the old URL and replacing it with a new URL.

They will produce a new visitors guide.

L. Robertson – so you do want to land in new location in Shepherdstown?

Annette – yes, we would love to have a presence here. She asked the council to explore the Market House space for the Welcome Center. The CVB likes the idea of a shared space in the Market House. The CVB will be good stewards and we will have ambassadors on the street – it will be a magical place for the Welcome Center.

Mayor – we have so many visitors from all over. We still need volunteers for the museum.

L Robertson – this has been an excellent presentation and is very impressed with the CVB’s marketing approach. Good marketing matters and it shows.

Annette – thanks. We are proud of our work. We have an amazing board and get good feedback from businesses. We are always looking to improve. She would like to be at the table regarding the Market House use.

**Agenda Item 5 – Public Hearings:**

- a. Second reading and adoption of an ordinance to enact Chapter 16, Title 9 of the Code of the Corporation of Shepherdstown accepting the donation of real property.

**L. Robertson – move to approve the Second reading and adoption of an ordinance to enact Chapter 16, Title 9 of the Code of the Corporation of Shepherdstown accepting the donation of real property. Second by C. Roberts. No objections noted.**

**Agenda Item 6 – Unfinished Business:**

- a. Event request - Christmas in Shepherdstown – update J. Haynes – will close King St. for the bonfire and German St for Santa to arrive. The chili cook-off is a go, we will have one Santa, the Grinch and the Who's are getting ready, and she and Judy Shepherd will be decorating McMurrin Hall. The Rotary will put the Xmas tree up November 18th.

**L. Robertson – move to approve Christmas in Shepherdstown. Second by C. Roberts. No objections noted.**

**Agenda Item 7 – Old Business:**

- a. None

**Agenda Item 8 – New Business:**

- a. General Fund Budget Revision #1  
Mayor – this revision allows us to move last years funds to this year.  
C. Stroeck – asked where it was being allocated.  
A. Boyd – spoke to this and referenced the budget sheet.  
**L. Robertson – move to approve General Fund Budget Revision #1. Second by C. Stroeck. No objections noted.**

L. Rampy – inquired about the balance sheet.

A. Boyd – the previous and the new budgets are in the revised budget. The new budget can't be done until Revision #1 is approved.

There was a discussion over restricted and unrestricted monies.

L. Rampy – suggested a financial workshop for the council. We should also look at this regularly.

M. Amerikaner – would like to see clarification on the parameters for the general fund usage. This could be addressed at the next Finance meeting and look at the criteria and best practices for contingency use.

b. TEVA Pharmaceutical Industries Settlement Documents

**L. Rampy – move to approve the signing of the TEVA Pharmaceutical Industries Settlement Documents by the Mayor. Second by M. Amerikaner. No objections noted.**

c. Use of ARPA Funds for Sewer Plant Improvement

F. Welch – the fund consists of \$429K. The last 60 days one of the major machines at the sewer plant went bad. The machine had 100,000 hours on it so it was getting old already. A new press has been ordered at a cost of \$355K plus installation. We can use the ARPA Funds for infrastructure. The Finance Committee has recommended this funding use. The breakdown has been costing us \$4K a week to remove the sludge – and we have to remove the sludge as part of our operation.

**C. Roberts – move to approve the ARPA Funds for the Sewer Plant Improvement. Second by L. Robertson. No objections noted.**

**Agenda Item 9 – Mayor's Report:**

- Market House – Inspection – we are getting a second inspection form Christy Stuart Brown for \$400.00. This inspection will be for the whole building. The Mayor will send her credentials to the Council. The building is 2280 square feet.
- Please get any action items from minutes with supporting documentation taken to A. Boyd as soon as possible.

- Rotary will be putting up the Christmas tree and adding the lights.
- M. Amerikaner – Dr. Eck is giving a 3-part presentation via Zoom to understand ADA December 1, 8, and 15<sup>th</sup>. Also, the Walking Path signed agreement by the Mayor has been sent.
- C. Stroeck – handed out a flyer. It was handed out to all of the businesses. The goal is to chat about what is working and what is not. If we can think of any topics for discussion, please reach out to Chris and/or Leah. We want to strive for the businesses to work together. The Council is invited.

Supporting A Thriving Downtown Shepherdstown

A Shepherdstown Community Forum

Thursday, November 17, 2022

7:00 – 8:30 p.m.

Free and open to all those who live, work, and shop in the Shepherdstown area.

This Shepherdstown Community Forum is a space to learn from others, exchange ideas, and generate new initiatives for a thriving downtown! A panel discussion will be followed by discussion and sharing.

Hosted by Council members Chris Stroeck and Leah Rampy

- He is working on his Christmas speech

### **Agenda Item 10 – Reports of Committees:**

#### **A. Finance Committee:**

1. Meeting minutes of October 213, 2022
2. Finance Reporting:
  3. Recommendations
    - a. Funding available for Town Administrator position with a salary of \$75,000 - \$85,000. (no vote)
 

Mayor – the town can cover the expense of the proposed annual salary with the benefit package. The total with the benefit package is \$130,000 and our budget includes this amount.

Chris Stroeck – where do these funds come from?

A. Boyd explained that if a position oversees many to all departments, each department has a line item that that

contributes money for that position. As Town Clerk, her position is set up in this manner.

L. Robertson – there is a job description that the Personnel Committee developed and has been forwarded to our town attorney for his review.

**B. Parking Committee:**

1. No October 2022 meeting
2. Recommendations: None

**C. Police Committee:**

1. No October 2022 meeting
2. Recommendations: None

**D. Parks and Recreation Committee:**

1. Meeting minutes of October 2022 - not available
2. Recommendations:
  - a. None

**E. Public Works Committee:**

1. Meeting minutes of October 2022 – not available
2. Recommendations:
  - a. Amendment to 11-405 Driveways across sidewalks  
Mayor – this prohibits driving cars over sidewalks.  
**L. Robertson – move to approve Amendment 11-405 Driveways across sidewalks. Second by C. Stroeck. No objections noted.**

**F. Path Advisory Committee**

1. No meeting in October 2022
2. Recommendations:
  - a. None

**G. Grants Committee**

1. Meeting minutes of October 2022 – not available
2. Recommendations:
  - a. None

**Agenda item 11 – Report of Commissions, Authority and Boards:**

**1. Historic Landmarks Commission:**

1. Meeting minutes of October 2022 – not available
2. Recommendations:
  - a. None

**2. Planning Commission:**

1. Meeting minutes of October 2022 – not available
2. Recommendations:
  - None

**3. Tree Commission**

1. Meeting minutes of October 2022 – not available
2. Recommendations:
  - a. None

**4. Water and Sanitary Board:**

- 1 –Meeting minutes of October 27, 2022 - not available
- 2 – Recommendations:
  - a. None

**5. Board of Appeals**

1. None scheduled.

**L. Robertson – move to adjourn at 7:56 p.m. Second by M. Amerikaner.  
No objections noted.**

Draft Minutes respectfully submitted by L. Robertson, Recorder for the Corporation of Shepherdstown.

## TITLE 9 PLANNING AND ZONING

### Proposed changes:

#### Section 9-207 Off-street parking requirements

(OPENING PARAGRAPH)

~~".....Each space shall have access to a street or an alley....."~~ "Access across a public sidewalk is prohibited"

(II)(b) ~~"No parking space may be located in a front or side yard. This does not prohibit parking in a driveway."~~

(II)(c) ~~"Parking spaces may be provided in side and rear yards in the Commercial District but are limited to rear yards in Residential Districts."~~

## TITLE 11 PUBLIC WORKS AND REFUSE COLLECTION

~~Section 11-405-Driveways across sidewalks-Any person desiring a driveway across the sidewalk of his premises shall cause the sidewalk to be paved with cement or other material designated by the street commissioner and shall, when required by the street commissioner, replace the curbstone that may be injured or destroyed by the use of such driveway. "Driveways across sidewalks are prohibited."~~



**AN ORDINANCE RE-ENACTING  
SECTION 9-207 OF CHAPTER 2 OF TITLE 9 OF THE  
CODE OF SHEPHERDSTOWN, WEST VIRGINIA,  
TO PROHIBIT DRIVEWAYS THAT CROSS PUBLIC SIDEWALKS**

THE SHEPHERDSTOWN TOWN COUNCIL ORDAINS:

Chapter 2 of Title 9 of the Town Code is hereby amended by amending and re-enacting Section 9-207, entitled "Off-street parking requirements", to prohibit driveways that cross public sidewalks; accordingly, there is amended and re-enacted Section 9-207 of Chapter 2 of Title 9 to read as follows:

Section 9-207 Off-street parking requirements.

Parking space or spaces surfaced with asphalt, concrete or other stabilized material such as crusher-run and three (3) inches of stone shall be provided on any lot on which any of the following uses are hereafter established. Each space shall have access to an alley. Access across a public sidewalk is prohibited. For purposes of computing, each space will be not less than nine (9) feet wide nor twenty (20) feet long.

I. Minimum requirements for specific uses:

- (a) For dwellings, one (1) space on the lot for each living unit in the building. For lodging houses, one (1) space on the lot for each lodging unit in the dwelling.
- (b) For churches erected on new sites, one parking space on the lot for each ten (10) seats in the main auditorium, but existing churches and additions to or enlargements of churches existing at the time of passage of this title shall be exempt from this requirement.
- (c) For places of public assembly, including auditoriums and theatres, one space for each seven (7) seats provided.
- (d) For all schools, except high schools, two (2) spaces for each classroom; for high schools ten (10) spaces for each classroom.
- (e) For institutions, clubs, lodges and other public and semi-public buildings, five (5) spaces for each one thousand (1,000) square feet of floor area.
- (f) For commercial and residential uses located on the same lot in the Residential Commercial District, one space for each dwelling unit and one space for each two hundred (200) square feet of commercial floor area, with a minimum of two (2) spaces required.
- (g) For commercial uses, except as specified in Section 9-207 I (f), one (1) space for each three hundred (300) square feet of floor area and one (1) space for each two (2) employees.

II. General rules and exceptions:

**AN ORDINANCE RE-ENACTING  
SECTION 11-405 OF CHAPTER 4 OF TITLE 11 OF THE  
CODE OF SHEPHERDSTOWN, WEST VIRGINIA,  
TO PROHIBIT DRIVEWAYS THAT CROSS PUBLIC SIDEWALKS**

THE SHEPHERDSTOWN TOWN COUNCIL ORDAINS:

Chapter 4 of Title 11 of the Town Code is hereby amended by amending and re-enacting Section 11-405, now entitled "Prohibition of driveways across sidewalks", to prohibit driveways that cross public sidewalks. Accordingly, there is amended and re-enacted Section 11-405 of Chapter 4 of Title 11 to read as follows:

Section 11-405 Prohibition of driveways across sidewalks.

Driveways across sidewalks are prohibited.

First Reading: \_\_\_\_\_

Second Reading: \_\_\_\_\_

Adopted: \_\_\_\_\_

**AN ORDINANCE AMENDING CHAPTER 8 OF TITLE 9 OF THE CODE OF SHEPHERDSTOWN  
RELATING TO PROJECT PERMIT FEE SCHEDULE**

*Please check all boxes that may apply (Application Fees Due Upon Submittal):*

	<p><b><u>Category I:</u></b></p> <p>Minor projects such as murals, awnings, porch railings, window boxes, satellite dishes, solar panels, gutters &amp; downspouts, patios, sidewalks, hardscaping, signs, fences, storage sheds (not attached to the ground) and other minor changes and permit extensions.</p> <p align="right"><b>\$50.00</b></p>
	<p><b><u>Category II:</u></b></p> <p>Window replacement, roof replacement, siding replacement, porch enclosure, driveways, carports and decks.</p> <p align="right"><b>\$100.00</b></p>
	<p><b><u>Category III:</u></b></p> <p>New construction of and/or additions to residential, commercial and industrial structures.</p> <p align="right"><b>\$300 + \$0.50 per sq. ft.</b></p> <p>New construction of garages &amp; other accessory buildings (permanently attached to the ground).</p> <p align="right"><b>\$50 + \$0.10 per sq. ft.</b></p>
	<p><b><u>Category IV:</u></b></p> <p><b>Demolition or Relocation of a Structure:</b> Removal of any building feature(s) or razing of any structure(s) or relocation of a structure to new location. For either project, the applicant must submit the following in writing (in addition to an application):</p> <ol style="list-style-type: none"> <li>1. Reason for the demolition/relocation (including historic documentation).</li> <li>2. Describe the structure's condition in detail.</li> <li>3. Describe the proposed reuse of the site, including full drawings of new structure &amp; landscaping.</li> <li>4. Evidence of relevant funding or financial concerns.</li> <li>5. Timeframe for project</li> </ol> <p><b>\$50.00</b>      Accessory Buildings  <b>\$150.00</b>      Non-Contributing Structures (&lt; 50 years old)  <b>\$500.00</b>      Contributing Structures (&lt;50 years old)</p>
<p align="center">The Planning &amp; Zoning Administrator shall categorize any request not specifically listed in the above categories.</p>	

**Fees shall be paid to the Town Treasurer/Clerk and must accompany the application. If work begins without the required permit and/or certificate, double the cost of said permit and/or certificate will be charged.**

First Reading: \_\_\_\_\_

Second Reading: \_\_\_\_\_

Adopted: \_\_\_\_\_

Current



Application Number \_\_\_\_\_

AN ORDINANCE AMENDING CHAPTER 8 OF TITLE 9 OF THE CODE OF SHEPHERDSTOWN  
RELATING TO PROJECT PERMIT FEE SCHEDULE

**THE SHEPHERDSTOWN TOWN COUNCIL ORDAINS:**

Section 9-902 of Chapter 8 paragraph XIV be amended as follows:

**Category I:** Minor projects such as painting (change in color only), awnings, porch railings, window boxes, satellite dishes, solar panels, propane tanks, signs, or other minor changes and permit extensions

**\$35.00**

**Category II:** Accessory buildings, sidewalks, decks, fences, driveways, garages, storage buildings, carports

**\$50.00**

**Category III:** Single family dwelling major changes excluding additions but including window and roof replacement, non-profit tax exempt organizations.

**\$150.00**

(Plus \$1.50 per \$1,000.00 value over \$50,000.00)

**Category IV:** Additions, commercial-industrial, multi-family residences

**\$400.00**

(Plus \$1.50 per \$1,000.00 value over \$50,000.00)

**Category V:** Demolition

**\$50.00**

• Accessory Buildings

**\$150.00**

• Non Contributing Structures

**\$500.00**

• Contributing Structures

The Planning Commission shall categorize any request not specifically listed in the above categories.

**Fees shall be paid to the Town Treasurer/Clerk and must accompany the application. If work begins without the required permit, double the cost of said permit would be charged.**



**AN ORDINANCE RE-ENACTING  
SECTION 9-214 OF CHAPTER 2, TITLE 9  
OF THE CODE OF SHEPHERDSTOWN, WEST VIRGINIA, TO ESTABLISH PERMIT  
REQUIREMENTS FOR RENTAL UNITS~~SHORT-TERM RENTAL PROPERTIES~~.**

THE SHEPHERDSTOWN TOWN COUNCIL ORDAINS:

Chapter 2 of Title 9 of the Shepherdstown Code is hereby amended by re-enacting Section 9-214, entitled "Permits for Short-Term Rental Properties; Application by Responsible Local Agent; Application Fee; Penalties," to establish permit requirements for rental units and to re-title the ordinance as "Permits for Rental Units; Application by Responsible Local Agent; Application fee; Penalties"~~short-term rental properties~~. Accordingly, there is enacted Section 9-214 of Chapter 2 of Title 9 to read as follows:

**Section 9-214: Regulation of short-term rental properties ~~Permits for Rental Units; Application by Responsible Local Agent; Application fee; Penalties.~~**

~~For the purposes of these Ordinances, short-term rental housing shall be a business similar to other transient lodging businesses mentioned in these ordinances, such as bed & breakfast establishments, boarding houses, hotels, motels, rooming houses, and tourist homes. Short-term rental properties shall not be deemed home occupations.~~

~~All ordinances and regulations of the Corporation of Shepherdstown, including but not limited to the Corporation of Shepherdstown Parking Regulations and Section 8-209 of Chapter 2, Title 8, providing for regulations and license taxes, entitled "Hotels, motels., boardinghouses, etc., where lodging furnished", shall apply to businesses operating as short-term rental properties.~~

On January 1, 2023, and thereafter, it shall be unlawful for any owner to lease or rent, or hold out for rent or lease by advertisement or otherwise, a rental unit located within Shepherdstown without possession of a valid residential rental license for that rental unit, authorized by the Town and complying with all provisions of this article. The residential rental license requirement provided for in this article shall be in addition to any general business license required in this article.

(a) The residential rental license provided for in this article shall be in the form of a certificate issued by the ~~Town Clerk~~ city collector to any owner making proper application on forms to be prescribed and furnished by the ~~Town Clerk~~ city collector.

(b) An application for a residential rental license may be denied if the owner has:

- (1) Delinquent business and occupation taxes related to income derived by owner from rental units located within the city; or
- (2) Delinquent fire or refuse fees related to the rental unit for which the owner is applying for a residential rental license; or
- (3) Fines due and owing the city arising from building, planning or zoning violations related to the rental unit for which the owner is applying for a license.



- (c) An application for a residential rental license shall be denied if the Towneity has reason to believe following a reasonable and appropriate inquiry, that one or more of the rental units is unfit for human occupancy or is located in an unsafe structure.
- (d) Applications for a residential rental license shall be filed with the Town Clerkeity collector's office, and shall include the following:
- (1) The street address of the rental unit(s);
  - (2) The number and types of rental unit(s);
  - (3) The square footage of each rental unit;
  - (4) Name, residence address, telephone number, and e-mail address (if applicable), mobile telephone number, and facsimile number of all owners of the rental unit(s);
  - (5) Name, residence address, telephone number, and e-mail address (if applicable), mobile telephone number, and facsimile number of the responsible local agent designated by the owner, for each rental unit;
  - (6) The maximum number of tenants permitted for each rental unit;
  - (7) The name, address, telephone number, and e-mail address (if applicable), mobile telephone number, and facsimile number of the person(s) authorized to collect rent from the tenants if other than owner or responsible local agent;
  - (8) The name, address, telephone number, and e-mail address (if applicable), mobile telephone number, and facsimile number of the person authorized to make or order repairs or services for the rental unit, if in violation of towneity or state codes, if the person is other than the owner or the responsible local agent;
  - (9) The name, address and telephone number of the bank or other financial institution, if any, who holds a lien on the rental unit(s) or the land on which the rental unit(s) is located;
  - (10) The name, address and telephone number of the person designated to accept all legal notices or services of process with respect to the rental unit(s).
  - (11) Fee of One Hundred Dollars (\$100.00).
- (e) The issuance of a residential rental license by the Towneity for any rental unit shall not constitute a finding by the Towneity that the rental unit is in compliance with any or all requirements imposed by towneity, state, or federal law or regulation.
- (f) All ordinances and regulations of the Corporation of Shepherdstown, including but not limited to the Corporation of Shepherdstown Parking Regulations and Section 8-209 of Chapter 2, Title 8, providing for regulations and license taxes, entitled "Hotels, motels,



rental units, short term rental properties etc., where lodging furnished; license fees", shall apply to businesses operating as rental units as short term rental properties.

- (g) All information provided on the license application form for the residential rental license shall be accurate and complete. No person shall provide inaccurate information for the license of a rental unit, or fail to provide the information required for a residential rental license. The residential rental license application form shall be signed by both the owner(s) and the designated responsible local agent, if applicable. Where the owner is not a natural person, the owner information shall be that of the president, general manager or other chief executive of the organization who is duly authorized to execute the application. Where more than one person has an ownership interest, the required information shall be provided for each such owner.
- (h) The effective date for a residential rental license shall be from January 1 through December 31 of each year. The owner shall apply for renewal each year prior to the expiration of the residential rental license by completing a renewal application on forms to be prescribed and furnished by the Town Clerkity collector.
- (i) Responsible Agents shall notify the Town Clerkity collector of any change in the designation of the responsible local agent, including a change in name, address, e-mail address, telephone number, mobile telephone number or facsimile number of the designated responsible local agent within five business days of the change. Within 30 days of any change of ownership of a rental unit, the new owner shall apply for a residential rental license for that rental unit.
- (j) After adequate inquiry and verification of the reasons therefor, the Town Clerkity collector, upon reasonable written notice to the licensee, may revoke any residential rental license issued by him pursuant to the provisions of this Code for any reason which would have been grounds for denial of such license when first issued, for violation of any term or condition of such license, or for violation of any applicable provision of state law, this Code or other ordinance related to building, fire, health, safety or zoning. Any person having an interest in any residential rental license so revoked and who disputes such revocation may request that the Town Clerkity collector further investigate the grounds for revocation and reconsider this action. If the Town Clerkity collector accedes to such request, he or she may temporarily suspend or reinstate the residential rental license pending ahis final decision. If the Town Clerkity collector refuses to accede to such request or if, upon reconsideration, he or she affirms thehis revocation of the residential rental license, his decision shall be final, subject to such judicial review as may be provided by law.
- (k) Any owner who leases or rents, or holds out for rent by advertisement or otherwise, a rental unit within the Towneity without possession of a valid residential rental license for that rental unit, or who otherwise fails to comply with the requirements of this article shall be subject to a fine of not less than \$500.00 per rental unit. Each month the violation exists shall constitute a separate violation.

- (1) The imposition of a penalty does not prevent suspension or revocation of a license, permit or franchise, or other administrative sanctions.
- (2) Violations of this article that are continuous with respect to time are a public nuisance and may be abated by injunctive or other equitable relief. The imposition of a penalty does not prevent injunctive relief.
- (3) Violations of this article shall be adjudicated through the Municipal Court of Shepherdstown, West Virginia.

First Reading: \_\_\_\_\_

Second Reading: \_\_\_\_\_

Adopted: \_\_\_\_\_



**AN ORDINANCE RE-ENACTING  
SECTION 9-13 OF CHAPTER 13, TITLE 9  
OF THE CODE OF SHEPHERDSTOWN, WEST VIRGINIA, TO REVISE THE  
DEFINITIONS.**

THE SHEPHERDSTOWN TOWN COUNCIL ORDAINS:

Chapter 13 of Title 9 of the Shepherdstown Code is hereby amended by amending and re-enacting Section 9-13, entitled "Definitions," to revise the definitions. Accordingly, there is re-enacted Section 9-13 of Chapter 13 of Title 9 to read as follows:

**Section 9-13: Definitions**

Bed-and-Breakfast Establishment - A residence occupied by the owner in which rooms are let for transients and in which no meal other than breakfast is served for payment. Includes inns in which no long-term lease for rooms is executed by the guest and in which no meals are served for payment.

Boardinghouse — ~~See Rental Unit~~A dwelling in which, for compensation, an owner furnishes lodging or meals, or both, to not more than nine (9) guests who may be transients, tourists, or longer-term residents. Short-term rental housing, whether the owner is in residence or not, shall be considered a boardinghouse by this Ordinance. A boardinghouse shall not be deemed a home occupation.

Hotel - Any building containing ten (10) or more guest rooms where, for compensation, lodging, meals, or both are provided for ten (10) or more guests, excluding a fraternity or sorority house, school or college dormitory, tourist home, motel or apartment hotel as defined herein.

Lodging Home — See Rental Unit rooming house.

Motel - Any group of dwelling units combined or separate, used for the purpose of housing transient guests, each unit of which is provided with its own toilet, washroom and off-street parking facilities.

Rooming house - A dwelling in which for compensation, lodging is furnished to three (3) or more, but not exceeding nine (9) guests. A rooming house shall not be deemed a home occupationSee Rental Unit.

Short-term rental housing — A dwelling unit offered to a succession of renters, tourists, or transients by lease for periods of time less than four (4) months. Short-term rental housing includes, but is not limited to, day-to-day, week-to-week, and month-to-month leases Month-to-month extensions to leases longer than four (4) months shall not be considered short-term rental housing. Short-term rental housing shall be considered a boardinghouse under these Ordinances

Tourist home - A dwelling in which, for compensation, an owner-occupant provides lodging to not more than twelve (12) transient guests. A tourist home shall not be deemed a home occupation. Breakfast is the only meal allowed to be servedSee Rental Unit.

Rental Unit - a room or group of rooms within any structure, building, house, mobile home, or any portion thereof, arranged or designed to be occupied for residential sleeping, living, cooking, and sanitation purposes by one or more persons, which is leased or rented from the owner of such units, or the owner's designated agent, to any tenant, whether by day, week, month, year, or any other term.

Responsible Local Agent - the owner, or a natural person designated by the owner as the agent responsible for operating a rental unit in compliance with the ordinances adopted by the city. In many instances, the responsible local agent may be the owner if no other responsible party exists.

Tenant - any individual who has, in exchange for monetary or other valuable consideration, the temporary use and occupancy of real property owned by another person in subordination to that other person's title and with that other person's consent; for example, a person who rents or leases a rental unit from an owner.

First Reading: \_\_\_\_\_

Second Reading: \_\_\_\_\_

Adopted: \_\_\_\_\_

**AN ORDINANCE RE-ENACTING  
SECTION 9-502 OF CHAPTER 5, TITLE 9  
OF THE CODE OF SHEPHERDSTOWN, WEST VIRGINIA, TO REVISE THE USES.**

THE SHEPHERDSTOWN TOWN COUNCIL ORDAINS:

Chapter 5 of Title 9 of the Shepherdstown Code is hereby amended by amending and re-enacting Section 9-502, entitled "Uses permitted in the PR (Park Residential District)," to revise the uses. Accordingly, there is re-enacted Section 9-502 of Chapter 5 of Title 9 to read as follows:

**9-502 Uses permitted in the PR (Park Residential District)**

- (a) Uses (a) through (d) permitted in the COS District.
- (b) A single family residence per existing lot as presently recorded with no construction on a slope greater than twelve (12) percent, or below the base flood level as determined by H.U.D.

(c) Rental Units.

First Reading: \_\_\_\_\_

Second Reading: \_\_\_\_\_

Adopted: \_\_\_\_\_



**AN ORDINANCE RE-ENACTING  
SECTION 8-209 OF CHAPTER 2, TITLE 8  
OF THE CODE OF SHEPHERDSTOWN, WEST VIRGINIA, TO REVISE THE CLASS  
OF BUSINESSES.**

THE SHEPHERDSTOWN TOWN COUNCIL ORDAINS:

Chapter 2 of Title 8 of the Shepherdstown Code is hereby amended by amending and re-enacting Section 8-209, entitled "Hotels, motels, rental units, etc.," to revise the class of businesses and to re-title the ordinance as "Hotels, motels, rental units, etc. where lodging furnished; license fee". Accordingly, there is re-enacted Section 8-209 of Chapter 2 of Title 8 to read as follows:

**8-209 Hotels, motels, ~~boardinghouses~~rental units, etc. where lodging furnished; license fee**

Any person engaging in the business of providing the accommodations or services of a hotel, motel, rental units ~~inn, tourist home, rooming house, boarding house~~ or other establishment where lodging is furnished for compensation shall pay an annual town license tax of ~~two dollars~~ \$100.00. An additional ~~twenty-five cents~~ \$10.00 shall be due for each bedroom in excess of seven, provided that no fee shall exceed ~~\$500.00~~ ten dollars.

First Reading: \_\_\_\_\_

Second Reading: \_\_\_\_\_

Adopted: \_\_\_\_\_

**AN ORDINANCE RE-ENACTING  
SECTION 8-801 OF CHAPTER 8, TITLE 8  
OF THE CODE OF SHEPHERDSTOWN, WEST VIRGINIA, TO REVISE THE  
DEFINITIONS.**

THE SHEPHERDSTOWN TOWN COUNCIL ORDAINS:

Chapter 8 of Title 8 of the Shepherdstown Code is hereby amended by amending and re-enacting Section 8-801, entitled "Definitions," to revise the definitions. Accordingly, there is re-enacted Section 8-801 of Chapter 8 of Title 8 to read as follows:

**8-801 Definitions.**

For the purposes of this Ordinance, the term:

- (a) "Town" and "Town Council" shall mean the Town Council of Shepherdstown, West Virginia, a political subdivision of the State of West Virginia.
- (b) "Commission", "County", or "County Commission" shall mean the County Commission of Jefferson County, West Virginia, acting on behalf of Jefferson County, a political subdivision of the State of West Virginia.
- (c) "Consideration paid" or "consideration" means the amount received in money, credits, property or other consideration for or in exchange for the right to occupy a hotel room as herein defined.
- (d) "Consumer" means a person who pays the consideration for the use or occupancy of a hotel room. The term "consumer" shall not be construed to mean the government of the United States of America, its agencies or instrumentalities, or the government of the State of West Virginia or political subdivision thereof.
- (e) "Convention and Visitor's Bureau" and "Visitor's and Convention Bureau" are interchangeable, and shall mean any convention and/or visitor's bureau formed for the promotion of conventions and tourism within this Town or within Jefferson County and approved by resolution of the Town Council.
- (f) "Convention Center" means a convention facility owned by the State, a county, a municipality or other public entity or instrumentality and shall include all facilities, including armories, commercial, office, community service and parking facilities and publicly owned facilities constructed or used for the accommodation and entertainment of tourists and visitors, constructed in conjunction with the Convention Center and forming reasonable appurtenances thereto.
- (g) "Evade" means to willfully and fraudulently commit any act with the intent of depriving the State of payment of any tax which there is a known legal duty to pay.

(h) "Fraud" means any false representation or concealment as to any material fact made by any person with the knowledge it is not true and correct, with the intention that such representation or concealment be relied upon by the State.

(i) "Hotel" means any facility, building or buildings, publicly or privately owned in which the public may for a consideration, obtain sleeping accommodations. The term shall include, but not be limited to, ~~boarding houses~~, hotels, motels, inns, courts, lodges, and cabins, ~~and tourist homes~~. The term "hotel": shall include State, county and city parks offering accommodations as herein set forth. The term "hotel" shall not be construed to mean any hospital, sanitarium, extended care facility, nursing home or university or college housing unit or any facility providing fewer than three hotel rooms, nor any tent, trailer or camper campsites: Provided, that where a university or college housing unit provides sleeping accommodations for the general nonstudent public for a consideration, the term "hotel" shall, if otherwise applicable, apply to such accommodations for the purposes of this tax.

(j) "Hotel operator" means the person who is proprietor of a hotel, whether in the capacity of owner, lessee, mortgagee in possession, licensee, trustee in possession, trustee in bankruptcy, receiver, executor or in any other capacity. Where the hotel operator performs his functions through a managing agent of any type or character other than an employee, the managing agent shall also be deemed a hotel operator for the purpose of this Ordinance and shall have the same duties and liabilities as his principal. Compliance with the provisions of this Ordinance by either the principal or the managing agent shall, however, be considered to be compliance by both.

(k) "Hotel room" means any room or suite of rooms or other facility affording sleeping accommodations to the general public and situated within a hotel. The term "hotel room" shall not be construed to mean a banquet room, meeting room or any other room not primarily used for, or in conjunction with, sleeping accommodations.

(l) "Net Proceeds" means the gross amount of tax collected less the amount of tax lawfully refunded.

(m) "Person" means any individual, firm, partnership, joint venture, association, syndicate, social club, fraternal organization, joint stock company, receiver, corporation, guardian, trust business trust, trustee, committee, estate, executor, administrator, or any other group or combination acting as a unit.

(n) "Promotion of the Arts" means activity to promote public appreciation and interest in one or more of the arts. It includes the promotion of music for all types, the dramatic arts, dancing, painting in the creative arts through shows, exhibits, festivals, concerts, musicals and plays.

(o) "Recreation Facilities" means and includes any public parks, parkway, playground, public recreation center, athletic field, sports arena, stadium, skating rink arena, golf course, tennis courts and other park and recreational facilities, whether of a like or different nature, that are owned by the Town.



(p) "Regional Travel Council" means a non-stock, non-profit corporation, with a full-time staff working exclusively to promote tourism and to attract conventions, conferences and visitors to the region of this State served by the Regional Travel Council.

(q) ~~"Short term rental property"~~ Rental Unit means a room or group of rooms within any structure, building, house, mobile home, or any portion thereof, arranged or designed to be occupied for residential sleeping, living, cooking, and sanitation purposes by one or more persons, which is leased or rented from the owner of such units, or the owner's designated agent, to any tenant, whether by day, week, month, year, or any other term.

(r~~q~~) "Tax", "taxes" or "this tax" means the hotel occupancy tax authorized by this Ordinance.

(s~~r~~) "Taxing authority" means the Shepherdstown Town Council levying or imposing the tax authorized by this Ordinance.

(t~~s~~) "Taxpayer" means any person liable for the tax authorized by this Ordinance.

(u~~t~~) "Willfully" means the intentional violation of a known legal duty to perform any act, required to be performed by any provision of this Ordinance, in respect of which the violation occurs: Provided, that the mere failure to perform any act shall not be a willful violation under this Ordinance. A willful violation of the Ordinance requires that the defendant have had knowledge of; or notice of a duty to perform such act, and that the defendant, with knowledge of or notice of such duty, intentionally failed to perform such act.

Source of Authority: W.Va. Code § 7-18-3

First Reading: \_\_\_\_\_

Second Reading: \_\_\_\_\_

Adopted: \_\_\_\_\_

**AN ORDINANCE RE-ENACTING  
SECTION 9-207 OF CHAPTER 2, TITLE 9  
OF THE CODE OF SHEPHERDSTOWN, WEST VIRGINIA, TO REVISE OFF STREET  
PARKING REQUIREMENTS TO REVISE THE CLASS OF BUSINESSES.**

THE SHEPHERDSTOWN TOWN COUNCIL ORDAINS:

Chapter 2 of Title 9 of the Shepherdstown Code is hereby amended by amending and re-enacting Section 9-207, entitled "Off-street parking requirements," to revise the class of businesses to include rental units, hotels, and other lodging establishments. Accordingly, there is re-enacted Section 9-207 of Chapter 2 of Title 9 to read as follows:

**9-207 Off-street parking requirements.**

Parking space or spaces surfaced with asphalt, concrete or other stabilized material such as crusher-run and three (3) inches of stone shall be provided on any lot on which any of the following uses are hereafter established. Each space shall have access to an alley. Access across a public sidewalk is prohibited. For purposes of computing, each space will be not less than nine (9) feet wide nor twenty (20) feet long.

**I. Minimum requirements for specific uses:**

(a) For dwellings, one (1) space on the lot for each living unit in the building. For, ~~lodging houses~~ rental units, hotels or other establishments where lodging is furnished, one (1) space on the lot for each ~~lodging dwelling~~ unit in the dwelling.

(b) For churches erected on new sites, one parking space on the lot for each ten (10) seats in the main auditorium, but existing churches and additions to or enlargements of churches existing at the time of passage of this title shall be exempt from this requirement.

(c) For places of public assembly, including auditoriums and theatres, one space for each seven (7) seats provided.

(d) For all schools, except high schools, two (2) spaces for each classroom; for high schools ten (10) spaces for each classroom.

(e) For institutions, clubs, lodges and other public and semi-public buildings, five (5) spaces for each one thousand (1,000) square feet of floor area.

(f) For commercial and residential uses located on the same lot in the Residential Commercial District, one space for each dwelling unit and one space for each two hundred (200) square feet of commercial floor area, with a minimum of two (2) spaces required.

(g) For commercial uses, except as specified in Section 9-207 I (f), one (1) space for each three hundred (300) square feet of floor area and one (1) space for each two (2) employees.

**II. General rules and exceptions:**



(a) In the RC and C Districts, parking space may be provided on a separate lot if within three hundred (300) feet of the building served, and two (2) or more owners may join together in the provision of this parking space.

(b) No parking space may be located in a front or side yard.

(c) Parking space for any use specifically permitted in an R District may be provided on a lot adjoining that use.

(d) Existing buildings not complying with off-street parking requirements may be remodeled, repaired or structurally altered, but any enlargement must provide the required parking spaces for said enlargement.

First Reading: \_\_\_\_\_

Second Reading: \_\_\_\_\_

Adopted: \_\_\_\_\_



## Website Redevelopment Proposal for The Town of Shepherdstown, West Virginia

To: Amy Boyd - Town of Shepherdstown,  
West Virginia

From: John McKown - EvoGov, Inc.

Valid until: December 31, 2022

Cover Letter

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Design

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Implementation and Timeline

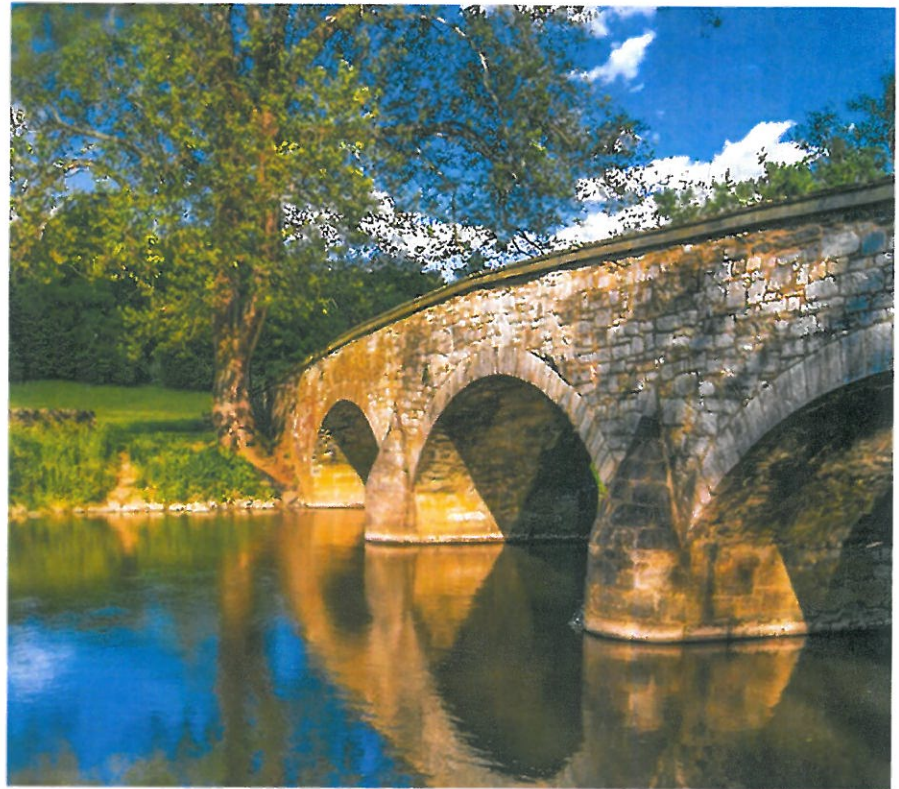
Website Hosting & Security

Support & Training

Discuss (4)

Approve proposal

Download PDF version



## Website Redevelopment Proposal for The Town of Shepherdstown, West Virginia

Created for:

**Town of Shepherdstown, West Virginia**

**Proposal Date Sent:** January 24, 2022

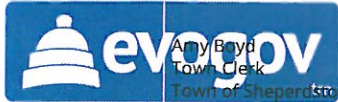
**Proposal ID:** 1559920

**Created By:** John McKown

**Expires:** December 31, 2022

### Cover Letter

January 24, 2022



Amy Boyd  
Town Clerk  
Town of Shepherdstown, West Virginia



PO Box 3614  
Parker, Colorado 80134  
303-557-0168

**Website Redevelopment  
Proposal for The Town of  
Shepherdstown, West Virginia**

To: Amy Boyd - Town Clerk  
Town of Shepherdstown,  
West Virginia

From: John McKown - EvoGov, Inc.

Valid until: December 31, 2022

Cover Letter	Thank you for the opportunity to provide you with a quote for your website project. We have successfully partnered with hundreds of local government agencies to bring more of their services online so that they can better serve their communities. We will make your website easier to use and maintain. We will also help you to digitize your forms, improve posting of meetings and agendas, integrate mass email, and work with each of your departments to make sure that their key services are available and easy to find in your new website.
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Executive Summary	
Company Overview	EvoGov is the only local government website design company that provides a scalable, cloud-based platform that is automatically updated with new features each month. Instead of your website becoming outdated after it launches, your website will evolve and continue to get new features with EvoGov. That is why we named our company EvoGov - we build websites that evolve over time and continually improve.
Project Team	By partnering with EvoGov, you will receive:
EvoGov CMS - The EvoGov website design with the latest and best mobile/responsive design framework.	
Website Platform	• Our complete suite of purpose-built local government applications is <u>included with your website hosting</u> without the additional licensing fees our competitors charge. This dramatically lowers your annual fees if you choose EvoGov.
ADA / WCAG 2.0 Compliance	• Easily upgraded design so that you won't have to start over with your website after 3-5 years of hosting to get a fresh look and the latest features.
Social Media Integration	• Complete migration of your website content is <u>included with your design fee</u> . Our competitors charge a separate migration fee and they also limit the amount of content migrated.
Custom, Responsive Design	• Initial design meetings and training meetings are <u>included with your design fee</u> , saving you money with your new website project.
Client References	• 100% uptime on Amazon Web Services (AWS). No storage limits like our competitors. 24/7/365 Support. No limits or fees for initial training meetings.
Implementation and Timeline	• 100% satisfaction with your new website.
Website Hosting & Security	
Support & Training	

Approve proposal:



John McKown  
President

 [Download PDF version](#)

[jmckown@evogov.com](mailto:jmckown@evogov.com)  
Direct Line: 303-557-0168 x100

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To: Amy Boyd - To  
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From: John McK  
Valid until: Dec

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## Executive Summary

Discuss (4)

Approve proposal

A better solution for your website with no limits.

[Download](#)

Product Solution

### The Best CMS in The Local Government Web Design Industry

Our easy-to-use but powerful CMS includes department-level content management and control so that departments can manage their own content easily. Unlimited versioning and deletion restores are built into the entire system to protect your website data. We also provide access to all of the design area of your website, something our competitors don't do.

### Mobile / Responsive Design using CSS Grid

We utilize the latest and best design standard for mobile-first websites that is known as "CSS Grid". We guarantee your website will look great on all devices. Our competitors don't use these standards, so only they can update your design.

### ADA Compliance and Accessibility

EvoGov will ensure that your new website is level AA compliant with the WCAG 2.0 specification. This will ensure that your website is accessible and this will help to limit your liability for ADA lawsuits. We recommend several 3rd party ADA monitoring services, and we have those listed in the Optional Enhancements area of this proposal. We also list companies we recommend to avoid for that service.





Dedicated Project  
Manager

## Website Re Proposal fo Shepherdsov

Custom Design Help

To: Amy Boyd - To  
West

From: John McK  
Valid until: De

Content Migration

Cover Letter

Search Engine  
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100% Cloud Based Hosting  
on Amazon Web Services  
with 100% Uptime

EvoGov CMS -  
Website Platform

*Don't Be Fooled by our  
competitors: "Cloud-Based  
Access" is NOT the same  
thing as cloud-based  
hosting!*

ADA / WCAG 2.1

Social Media Int

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Technical Support, DNS  
Services, SSL, and Domain  
Registration

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Content Migration

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Search Engine  
Optimization

App

Your dedicated project manager with EvoGov will meet with each of your department heads to ensure that they are aware of the design options for their department and so we can assess the best way to update their content. These meetings are included and this is unique to EvoGov.

Our website designers will meet with your team to ensure that your branding, values, and unique identity shine through with your new design. We assist many customers with logo and color scheme help as part of our projects.

EvoGov will migrate all of your website content from your old website to your new website as part of your design fee with us. This will save a lot of money on your project.

SEO tools are built-into the EvoGov CMS. We will optimize your content as it is migrated and show your employees how to make sure your content shows up in search engines. Google Analytics traffic report setup help is also included.

## Website Hosting and Training

Our platform is a UNIFIED platform that is hosted on the most reliable cloud hosting environment in the world - Amazon Web Services. Our competitors use many different servers, hosts, and application environments because they bought the companies and applications that make up their solutions. They claim these include "Cloud-Based Access" but this is nothing more than misleading word-play for how you log into your website, not how it is actually hosted. Make no mistake about it - a purely Amazon-hosted system like EvoGov's is the real deal, with single sign-on and no popups to log into multiple systems. Your hosting is guaranteed with 100% uptime, and without the downtime of multiple DDOS attacks that other providers experience. You also don't have storage limits with EvoGov.

We offer the best support for DNS using Amazon' Route 53 service. This enables your IT staff to login and directly manage your important DNS settings, or we can help manage them as well. SSL certificates are free for all domains that we host and are unlimited. We offer domain registration and free assistance to setup .gov domains as well. Technical support is free of charge and not billed separately.

EvoGov will migrate all of your website content from your old website to your new website as part of your design fee with us. This will save a lot of money on your project.

SEO tools are built-into the EvoGov CMS. We will optimize your content as it is migrated and show your employees how to make sure your content shows up in search engines. Google Analytics traffic report setup help is also included.

## Company Overview

### Mission Statement

Our mission is to become the preferred website and internet application vendor for local government agencies from across North America. We will achieve this goal by providing the very best technology, support, and exceptional value to our customers.

We greatly value our relationships with our employees, customers, and partners. For our company to thrive, these relationships must also thrive.



We are proud to offer solutions that serve and empower very large groups of people. To us, this work is very rewarding because it directly affects communities in positive ways.

Our business success and profitability are a direct result of the value we put on our relationships, performance and ethics.

## Website Redevelopment

### Proposal for The Town of Shepherdstown, West Virginia

To: Amy Boyd - Town of Shepherdstown, West Virginia  
From: John McKelvey - EvoGov, Inc.  
Valid until: December 31, 2022

EvoGov, Inc. specializes in building and hosting websites and software applications for local government agencies, special districts, utility companies, non-profits, and other organizations. Our target customer requires a website that is attractive, accessible on all devices, ADA compliant, secure, easy to update, and that is outfitted with ALL applications that a local government agency will need to help their organization better serve their constituents.

Cover Letter

## Company Profile

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EvoGov CMS - The Municipal Website

### Web Development

- Mobile / Responsive Website Design
- Intranets / Secure Portals
- Graphic Design
- Logo Design and Branding
- Website Usability Best Practices
- Project Management
- ADA / WCAG 2.0 Compliance
- Live Staff Training
- Google Analytics
- Form and PDF Automation
- Data Import/Export
- Consulting

### Programming, Software, and Technical Services

- Amazon Web Services (AWS) Cloud Infrastructure
  - AWS S3 - Cloud Storage
  - AWS Route 53 - Secure, Distributed DNS for Cloud apps
  - AWS Certificate Manager - SSL Security
  - AWS Cloudfront Content Delivery Network (CDN)
  - AWS Elastic Beanstalk (Auto-Scaling Web Servers)
- Python Programming - Application Development
- PostgreSQL - Database Programming
- JSON API Development - Integration with your servers
- Mapping - GIS / ESRI / ARCGIS / OpenLayers / Google Maps
- Off-Site Data Backup

## Project Team

### Project Team Roles

The USA-Based, professional team at EvoGov that will be working on your project have dedicated roles to ensure that your project is done on time and is of the highest quality. By working on multiple aspects of your project at the same time, we can typically build websites in as little as 90 days.

- **Project Manager** - Your assigned project manager will interview your core team, and your individual department heads to make sure that all areas of your organization have an opportunity to improve their areas of the website. Your EvoGov Project Manager will follow-up with your team and schedule regular meetings to review the progress and deadlines for your project.
- **Lead Designer** - Each of our website projects is custom-built to ensure that it aligns with your vision for the new website, your branding, your values, and so that it is easy to navigate and maintain. Your



lead designer from EvoGov will incorporate your brand colors, statements, fonts, and photography to enforce your brand identity with the new website.

- **Web Content Manager** - Migrating and updating content in websites can be very time-consuming and it requires tremendous care to accurately move your website content into the new website, with specific focus on ADA compliance and Search Engine Optimization (SEO).
- **Trainer** - We provide a combination of live training meetings (not limited to 2 days), on-demand training videos, training manuals, and live support to ensure that all of your staff is supported and can easily update the website.

## Project Management Software

At EvoGov, we utilize Basecamp, a very popular web-based project management system to communicate with your team regarding your project's tasks, deadlines, files, and feedback. Basecamp

- Includes a drag-and-drop upload area where your team can share files with our development team.
- All Tasks are tracked and may have notes on them.
- Project Bulletin Board allows discussions about any topic related to the project.
- Automatic Emails - updates we make to your project in Basecamp are automatically emailed to your team.

## EvoGov CMS - The Municipal Website Platform

### Your website will be FULL-FEATURED AND EASY TO MANAGE

We offer the best Content Management System in the industry. Our system is automatically updated each month with new features as part of your hosting fees. Other companies charge a licensing fee on top of hosting to update their platforms. EvoGov's hosting fee includes all of our applications for one fee.

#### Engagement Modules

**Alerts** - For emergency and important messages, you can create static messages, popup panels, and scrolling alert tickers across your home page, department pages, or all pages of your website.

Discuss (4)

**Email E-News with SMS** - Create as many email and SMS topics that you need, and send mass messages to your recipient groups from the CMS.

**Evo311™ Request Tracker** - EvoGov offers you an integrated (and better) request tracking system than our competitors because it supports UNLIMITED USERS for your staff and residents. Our mobile-ready 311 system automatically routes requests from your residents directly to the departments you chose. Includes a custom map showing all public requests in your area.

**Payments** - We recently merged our payments module with our form builder, enabling you to build your own custom payment forms in the website. Credit cards can be charged in real-time with our PCI compliant solution.

**Calendars** - Create unlimited calendars for department pages, groups, and the home page of your website.

**EvoBids™** - Manage your Bid and RFP process online and in your website securely. Many customizable settings to control how and if Planholder lists are displayed and whether or not bidders can submit their bids online or not. Submitted bids are protected from early viewing by your staff to keep the bidding process secure. Vendors can sign up for automatic notifications of bids. No additional license fee is required for EvoBids.





EvoBids™

- Manage Bids
- Bid Submissions
- Bid Categories
- Bid Settings

## Website Redevelopment Proposal for The Town Shepherdstown, West Vir

To: Amy Boyd - Town of Sheperds  
West Virginia

From: John McKeown - EvoGov,  
Valid until: December 31, 2022



### Cover Letter

**News Areas** - Create unlimited news areas for your home page, and for every department and group that you enter into the CMS. Cross-post to multiple news areas and show them directly on department-specific home pages. Push news posts directly to social media or mass messaging.

### Company Overview

**Community Spotlight™** - Especially since the Covid-19 Pandemic, your website needs to highlight your social programs and services prominently on your home page. This highlighted service area won't get pushed off of the home page like your typical news posts.

**Blogs** - Create unlimited blogs in your website. Blogs can also have their own domain names.

**HR Job Posting Manager** - Post job openings on your website and have them appear automatically at the /jobs URL in your website. Candidates can apply online using custom forms for different positions.

ADA / WCAG 2.0 Compliance Evo311™ is our integrated request tracking system that is built-into our CMS.

### Social Media Integration

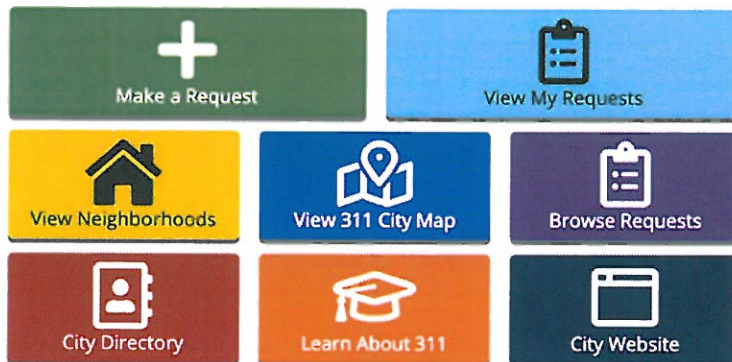
Custom, Responsive Web  
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### Client References

### Implementation and Timeline

### Website Hosting & Security

### Support & Training



### Approve proposal

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powered by evo311 - www.evo311.com

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**Evo File Browser™** - An EvoGov first, our built-in file browser makes creating browsable archives a snap. You can add the Evo File Browser™ to as many pages as you like, and since there are no storage limits you can create agenda archives that go back many decades in very little time.

**Meeting Dashboard** - Imagine a simple interface that shows ALL meetings for ALL of your groups (departments, boards, committees, commissions, etc.) for ALL years, and that shows ALL meeting files. Meeting file content is also indexed and is searchable. The meeting dashboard displays instantly as soon as you add meetings to the website.

## Website Redevelopment Proposal for The Town of Shepherdstown, West Virginia

To: Amy Boyd - Town of Shepherdstown, West Virginia  
From: John McKown - EvoGov, Inc.  
Valid until: December 31, 2022  
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**Web Form Builder** - EvoGov is the only local government design firm that creates database tables automatically for ALL forms in your website. So in addition to emailing form submissions and sending form alerts with SMS messages, we also store all submissions in a database that you can easily export from. The form submissions can't be edited by your staff, making them compliant for FOIA.

Executive Summary  
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**EvoAgendas™** - Coming in 2021, EvoGov will be rolling out our complete agenda management suite with built-in support for YouTube timeline links to your agenda topics, voting, social media integration, iPad interface for Councils and Commissioners, and more. All customers will get EvoAgendas™ at no additional cost, saving many thousands over other solutions. This will put an end to using ugly iFrames in your website to show agendas, videos, and meetings from a third party application.

### Interactive Media

EvoGov CMS - The Municipal Website Platform  
ADA / WCAG 2.0 Compliance

**File Manager** - Drag and drop many files at once into the website from any page or application. WE support very large files and there is no storage limit. There is with CivicPlus and others.

**Image Editor** - Our media manager has a built-in image editor that automatically compresses, sharpens, crops, flips, rotates, and resizes images to fit your needs. Images that are inserted into pages are automatically resized and compressed to keep your pages loading fast.

### Social Media Integration

Custom, Responsive Website Design

**Photo Carousels** - Create slideshows not only for your home page, but for department home pages and other interior pages in your website.

**Photo Galleries** - Create a photo gallery quickly from a directory of uploaded photos.

Client References  
Implementation and Training

**Maps with Layers** - Create unlimited maps for your parks department, facilities, and economic development. Choose your own pushpin icons to highlight different landmarks.

**Frequently Asked Questions (FAQ) Manager** - Create an animated accordion layout of topics to show many questions and answers on a single page, with a built in search engine right on the page. Supports rich content like videos, PDFs, images, and more.

### Website Hosting & Security

Support & Training

**Polls / Surveys** - Post surveys in your website and chart the results publicly or privately.

**Home Page Drone Video** - For a limited time, EvoGov provides FREE home page video editing for your drone videos and other videos that you provide to us. Editing is included with your design fee, and Vimeo Pro Streaming service is included with your hosting.

Discuss (4)

Approve proposal



Download

### Dynamic Department Home Pages

**Department-Level CMS** - Each of your departments can manage their own home pages and content that is assigned to their department.

**Action Button Builder** - Create action buttons on your department home pages for your most important actions, forms, and links.

**Slideshows** - Add a slideshow to the top of your department pages.

**Side Menu Management** - Departments can design their own side menus and arrange their links as they choose.

**Key Employee Contacts** - show your department heads with their photos, name, titles, and contact information prominently on the sides of your department pages.

**Site-Wide Directory** - An automatic directory for all departments and staff is generated in your website. You have the ability to hide people that you don't want to display.



**Facility Manager** - Update the description, map, directions, photos, amenities, and more for all of your facilities. Create custom map layers for them as well.

**Facility Booking** - We include a REAL booking engine for your facilities with an integrat

## Website Redesign Proposal for The Town of Shepherdstown, West Virginia

To: Amy Boyd - To

West Virginia

From: John McKown - EvoGov, Inc.

Valid until: December 31, 2022

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**Side Menus** - Use the automatic side menus, or your department's content side menu, or a custom side menu for the maximum flexibility.

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**Automatic Versioning** - we save all of your published saves to content forever. And you can roll back to a previous version if you make a mistake.

Company Overview

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**Search Engine Optimization (SEO)** - All pages use friendly URLs, and we provide dedicated fields for SEO keywords so that your website will appear high in search engine results.

EvoGov CMS - The EvoGov

Website Platform

**Google Translate** - Built-in language translation with Google Translated into many languages.

ADA / WCAG 2.0 Compliance

### Security and Administration Features

Social Media Integration

**Role-Based Security** - Add the appropriate roles for each of your CMS users and all of their security is setup with one step.

Custom, Responsive Website Design

**Full Design Code Access** - Our competitors don't allow you to edit your design code. But with our built-in HTML and CSS editors, your designers can have full access to the front-end design of your website. All code is also versioned.

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### Expert Features

Support & Training

**Full Design Code Access** - Our competitors don't allow you to edit your design code. But with our built-in HTML and CSS editors, your designers can have full access to the front-end design of your website. All code is also versioned.

Approve proposal

**Custom Parks Home Page and Domain** - See our options area of this proposal for pricing on a custom parks and recreation home page.

**YouTube Player Embed Button** - Add YouTube videos to any page by simply pasting the URL to the video.

**Content Scheduling** - Schedule and automatically expire content at dates that you pre-set.

**Safe Deletions** - When an employee deletes content, it is hidden but still available in the system for administrators to undelete.

**Social Media Integration** - Integration with Facebook, Twitter, Instagram, and more.

**Traffic Reports** - Google Analytics works with our CMS and we can help you to install it easily.

**Advanced Logging** - Logging and reporting of sensitive activity, such as data exports and editing of sensitive pages. All 311 activity is tracked.

**Custom Theming Engine** - Build Sub-sites, custom landing pages for departments, and more with domain names and SSL right in the same CMS.

**Custom Theming Engine** - Build Sub-sites, custom landing pages for departments, and more with domain names and SSL right in the same CMS



Download this version

## Meeting and Agenda Dashboard

Show ALL of your meetings from multiple calendars, for all years, with all files, videos, audio, and more. Dedicated file fields for Agendas, Minutes, Resolutions, Ordinances, Bill Lists, Staff Reports, and Packets. This interface is built automatically from your meeting calendars, so you never have to add PDFs to a web page manually again!

Meetings and Agendas are displayed multiple ways. The Meeting Dashboard shows them all.



## Website Redevelopment Proposal for The Town of Shepherdstown, West Virginia

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From: John McKown - EvoGov  
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Township of  
**Nutley**  
ESTABLISHED 1902

Departments

Business

Residents

Government

Community

Recreation

How to?

Meeting Dashboard

Search This Page

Board of Commissioners Meetings

2021

Historic Preservation Committee Meetings

2021

Date & Time	Items	Resources
Thursday, February 11 7:00 PM	Historic Preservation Committee Meeting	<b>Agendas</b> HPC Agenda - 1-21-20.pdf <b>Minutes</b> HPC Minutes - 1-21-21.pdf
Monday, February 18 7:00 PM	Historic Preservation Committee Meeting	<b>Agendas</b> HPC Agenda - 2-18-19.pdf <b>Minutes</b> HPC Minutes - 2-18-21.pdf
Thursday, March 18 7:00 PM	Historic Preservation Committee Meeting	<b>Zoom Information</b> Web Meeting - 100-1000-4916 Web Meeting Password: 100109 <b>Agendas</b> HPC Agenda - 3-18-21.pdf <b>Attachments</b> 224 Cherry Street Full Landmark Application.pdf 3 Highland Street Full Landmark Application.pdf 481 River Road Full Landmark Application.pdf 65 Cherry Street Full Landmark Application.pdf <b>Resolutions</b> HPC Resolutions - 3-18-21.pdf

## File Browser Widget

Create archives of thousands of PDFs or other files in your website in just minutes. File browsers can include custom searches for specific data for custom use cases. Drag bulk files to the media library, then add a file browser to a page by pointing to the file folder of your choice and it is live. This eliminates making tables of PDF links, saving your staff countless hours of work.

City Council / City Council Agendas and Minutes / City Council Staff Reports

ADA / WCAG 2.1

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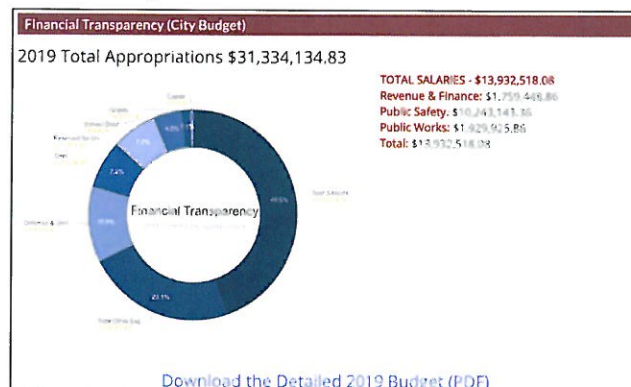
City Council Staff Reports		
	Name	Size
2021		
03-23-2021	12-1_AIAA Logo Discussion.pdf	281.9 KB
03-09-2021	12-1_SR CMReport 03232021 Logo Forum.pdf	403.9 KB
02-23-2021	12-2_AIAA Legal Services RFP 03172021 final.pdf	746.5 KB
02-09-2021	12-2_SR CMReport 03232021 City Attorney RFP.pdf	351.3 KB
01-26-2021	12-3_SR CMReport 03232021 Agenda format.pdf	370.2 KB
01-12-2021	12-4_AIAA Resolution: Duffley Park Community Garden (TZ, CM, DW).pdf	80.2 KB
2020		
2019	12-4_AIAA Community Garden Proposal - EDHs Key Club.pdf	5.5 KB
2018	12-4_AIAA Duffley Park Community Garden Project Site Plan.pdf	509.2 KB
2017	12-5_SR Duffley Park Community Garden Approval 03-23-2021 (TZ, CM, DW).pdf	150.5 KB
2016	12-5_AIAA 04-21 Mosquito Road Stabilization Phase 1 - NDC - CCOS - Reso (CS, DW, RN).pdf	93.5 KB
2015	12-5_AIAA 03-21 Mosquito Road Stabilization Phase 1 - NDC (CS, RN).pdf	145.1 KB
2014	12-5_SR 03-21 Mosquito Road Stabilization Phase 1 - NDC - CCOS - SR (CS, DW, RN).pdf	231.6 KB
2013	12-5_AIAA RESOLUTION Tesla Purchase.pdf	101.6 KB
2012	12-6_AIAA Tesla Quote.pdf	140.1 KB
2011	12-6_SR Staff Report - 2021 Tesla Purchase (DW, DW).pdf	346.1 KB
2010		
2009		
2008	7-1 Item1 City of Pleasantville Mail - Public Comment - Notice on City Logo.pdf	390.9 KB

## Budget Pie Chart

Discuss (4)

Approve proposal: EvoGov will help you to display your financial data on your website in a meaningful way to help foster financial transparency. Data is displayed with an interactive pie chart, which includes customizable information panels for each budget item.

Download PDF version





- Business directory is built-in, for creating economic development downtown business maps easily.
- All map data is stored in a PostGIS database for possible import/export with ESRI and ArcGIS.



Example Parks and Recreation District with interactive park mapping.

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## ADA / WCAG 2.0 Compliance

### Content Migration with ADA/WCAG 2.0 Compliance

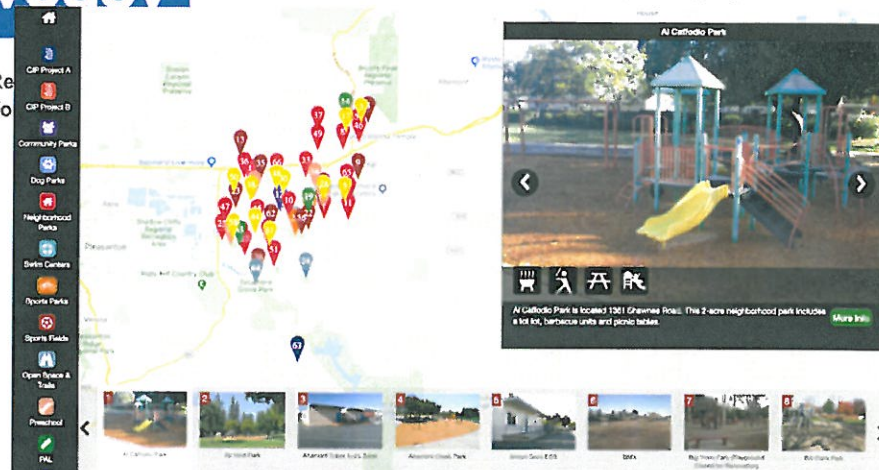
EvoGov will perform WCAG 2.0 compliance checks for all content that we create or migrate from other websites. We can also assist with posting policies and complaint statements which should greatly limit your legal exposure to ADA compliance claims. Since adding content that isn't compliant is very easy for any user to do, maintaining full compliance of your content requires a 3rd party monitoring service to help identify and fix compliance issues quickly. This is an added expense that small agencies don't always need, but that will provide peace of mind. See below for more information on these services.

### Discuss (4) Accessible® ADA Compliance Software Suite

EvoGov, Inc. will integrate the Accessible® accessWidget (ADA Compliance software suite) into the website as part of this project. Accessible® is sold as a monthly subscription service that starts at about \$50 per month depending on the size of your website and your website traffic. The Accessible fee is paid directly to Accessible®.

#### What is Accessible's accessWidget?

Accessible's accessWidget is the leading AI-powered web accessibility solution that makes websites accessible to people with disabilities, and compliant with the WCAG, ADA, and other accessibility legislation. By using AI and automation, accessWidget significantly reduces costs and time, making web accessibility achievable for businesses of all sizes, from small to large enterprises.



## Accessibe® Pricing



accessWidget

The leading AI-Powered, automated web accessibility, WCAG & ADA compliance solution

Monthly Billing

Annual Billing **SAVE 20%**

### Website Re Proposal fo Shepherdsw

To: Amy Boyd - To  
West  
From: John McK  
Valid until: Dec

#### Standard

For websites under  
1,000 pages

**\$49** /month

No credit card required

[START 7-DAY TRIAL >](#)

#### Large

For websites under  
10,000 pages

**\$149** /month

No credit card required

[START 7-DAY TRIAL >](#)

#### Huge

For websites under  
100,000 pages

**\$199** /month

No credit card required

[START 7-DAY TRIAL >](#)

#### Enterprise

- ✓ No page limit
- ✓ Custom legal terms
- ✓ Testing accounts
- ✓ Tailored SLA
- ✓ Solution Engineering

Starts at \$990/mo

[CONTACT US >](#)

Websites with 100K+ monthly visitors require the Enterprise plan. Otherwise price is based on page count only.

[HOW DO WE COUNT PAGES? >](#)

#### Each plan includes all features:



Accessibility statement  
& certification



Compliance with  
WCAG, ADA, EAA &  
more



Screen-reader &  
keyboard navigation  
adjustments



Accessibility interface  
for UI and design fixes



Free 7-day trial no  
credit card required



Monthly accessibility  
compliance audits



Automatic daily  
monitoring and scans



Dedicated litigation  
Support Package

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## Social Media Integration

Discuss (4)

Approve proposal

### EvoGov will integrate all of your social media feeds into your website!



Download PDF version

Today it is more important ever to use all of your communication channels to communicate with your residents and customers. EvoGov makes it easy to share your important information across all of your social media feeds, email newsletters, and your website.

### Facebook Feed Integration

EvoGov will integrate your Facebook Feed into your website so that it looks great on any device.



## Website Re Proposal fo Shepherdso

To: Amy Boyd - To  
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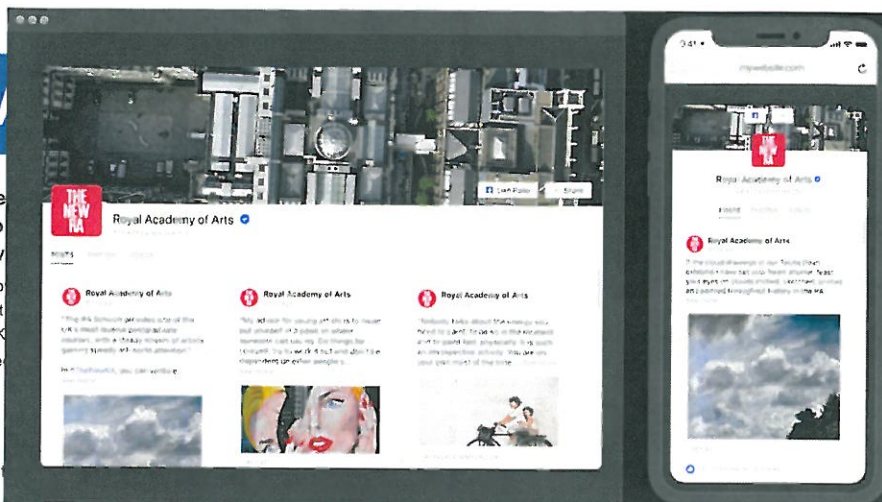
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Approve proposal

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## YouTube® Video Channel Integration

EvoGov will integrate your municipality's YouTube channel into your website so that visitors can see the videos and live streams that you wish to share. This will make your employee's jobs easier because you won't have to manually enter video links into your website.

*The City of Evans Colorado's Home Page Showing their meeting and video channel feed in real-time:*



## Instagram® Feed Integration

EvoGov will integrate your moderated Instagram feed directly into your website. This enables you to share your images and automatically have them appear across multiple websites. The system can be configured

Discuss (4)



to also show your own hashtags with your feeds.



Follow us on Instagram



Load more

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## Custom, Responsive Website Design

**Your New Website Will Be: BEAUTIFUL & MOBILE READY**

Our mobile-ready designs are custom-built using your existing branding, colors, and logos. We can also assist with creating new design assets that you can use in your other branding efforts. We provide video editing if you would like a video on your home page. Videos can also be used on custom department home pages.

### Responsive, Standards-Based Design

Your Project Manager and Graphic Designer will meet with you to discuss your design goals, branding, color scheme, logos, home page layout, navigation menus, and more. We will then meet with your department heads as well to help guide them on creating dynamic home pages for their departments, complete with action buttons, forms, FAQ areas, and more.

EvoGov offers unlimited layout options and many pre-built components, your website will be custom-built for you without extra time and expense. When you share with us the elements you like on other website (no matter who built them), we can bring those elements together in your website to fine-tune your design layout.

## Client References

**Nutley, New Jersey**

The Township of Nutley new Jersey has been a client of EvoGov for many years, and we recently revamped their website in 2022. Existing EvoGov customers get generous discounts on website redesign projects and not content migration is necessary to refresh the design of websites that we already host. This makes it possible to refresh your website quickly after the design ages.



## Website Redevelopment Proposal for The Town of Shepherdstown, West Virginia

To: Amy Boyd - Town of Shepherdstown, West Virginia

From: John McKown - EvoGov, Inc.

Valid until: December 31, 2022

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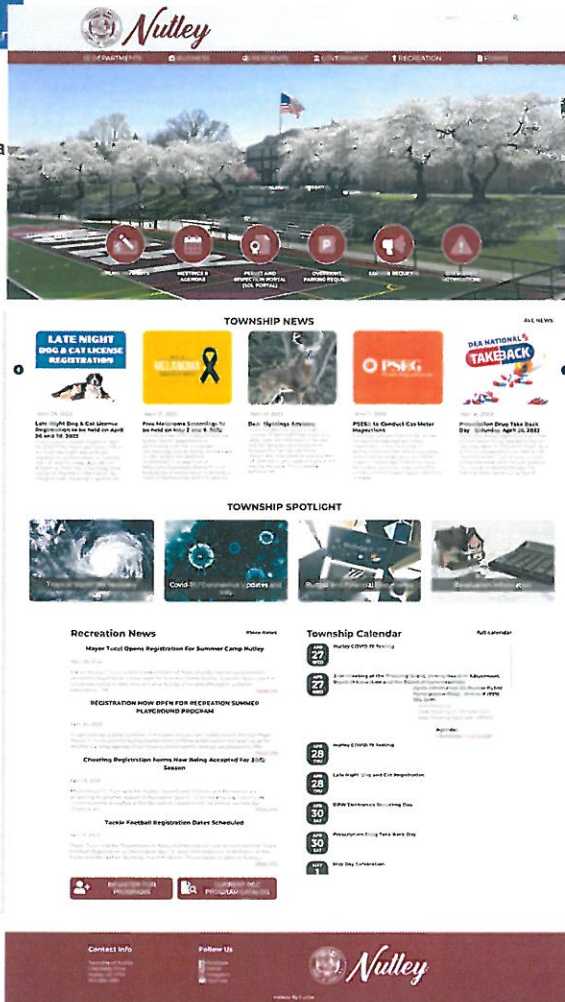
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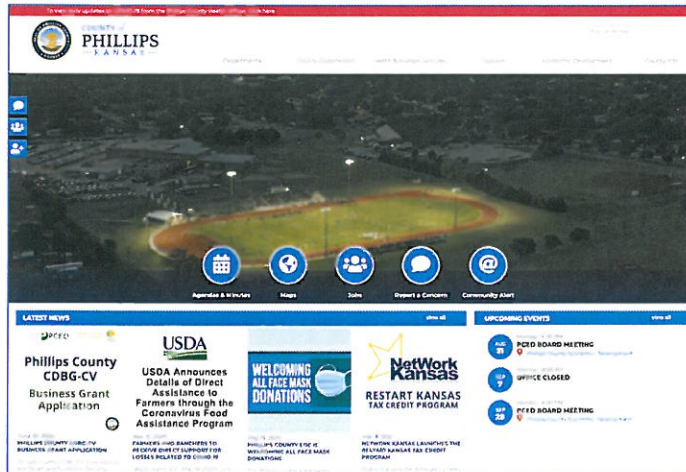
## Phillips County Kansas

Discuss (4)

Approve proposal [phillipscountyks.org](https://phillipscountyks.org)

Small county with only a 5000 population size. Video home page created by EvoGov. EvoGov merged three existing websites into one new website.

Download PDF version





## Del Norte County, California



Del Norte County is a small county on the northern coast of California. They approached EvoGov with an impossible task - they asked us if we could build a website for them in less than two weeks because their existing website was being shut down. We were able to get a working demo website up and running in a couple of days, then we trained their staff to migrate content, and we worked with their staff to get the site live and manage all of the DNS and other IT setup tasks. While we obviously can't do this for every project, this case study demonstrates how modular and quickly we can build an impressive website that works on all devices and is easy to manage, even in a crisis.

### Website Redevelopment Proposal for The Town of Shepherdstown, West Virginia

To: Amy Boyd - Town of Shepherdstown,  
West Virginia  
County of Del Norte  
Client Contact:  
Dan McCorkle, Director  
From: John McKown - EvoGov, Inc.  
Department of Information Technology  
Valid until: December 31, 2022  
800 9th Street, Suite 12  
Crescent City, CA 95531  
Cover Letter (707) 464-7207

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## Website Re Proposal for Shepherdstown

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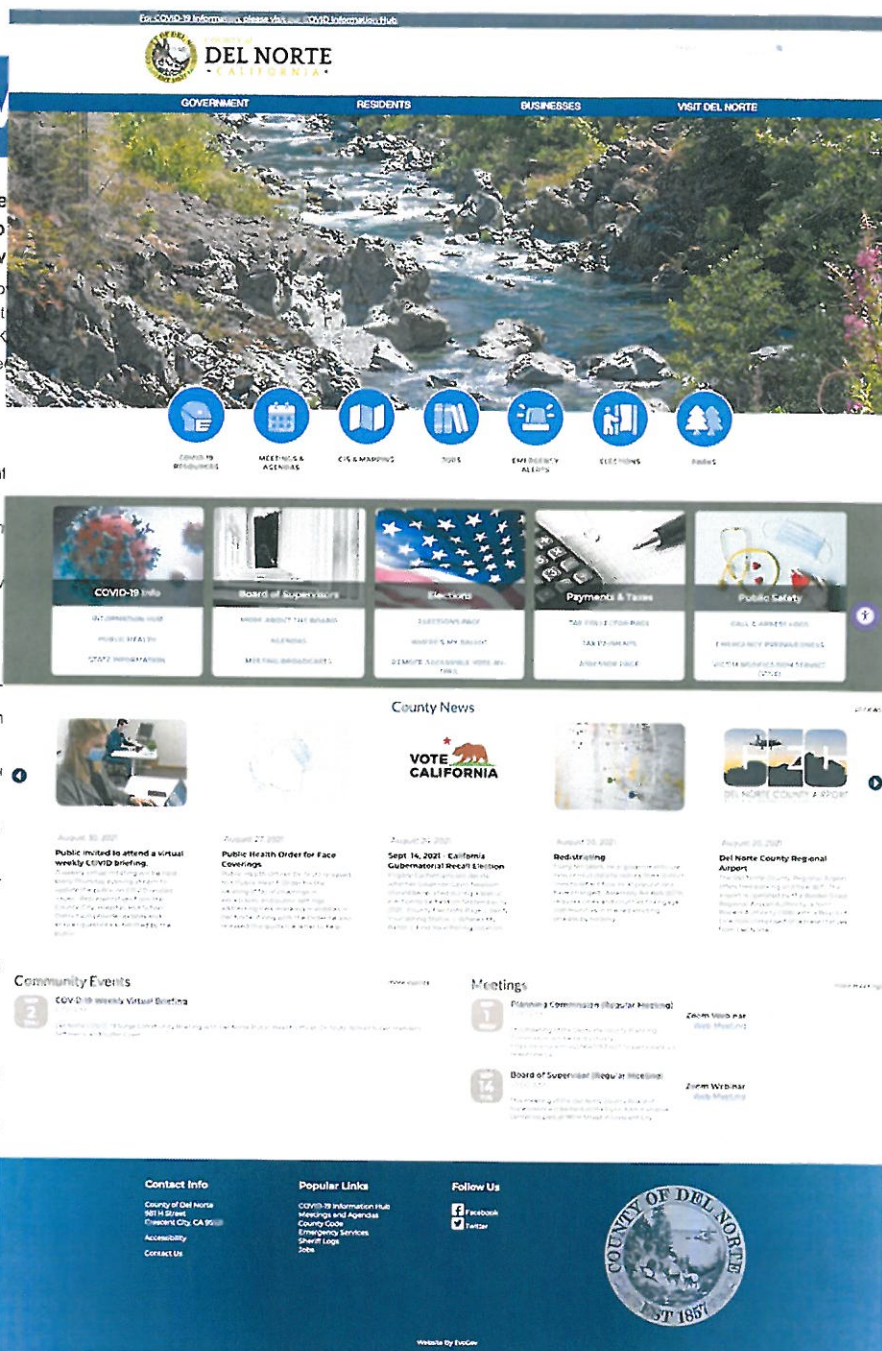
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## Ventnor City New Jersey

[ventnorcity.org](http://ventnorcity.org)

Coastal beach community located in New Jersey. Stackable features is the latest way to add functionality to home pages, similar to [boston.gov](http://boston.gov)



## Website Redevelopment Proposal for The Town of Shepherdstown, West Virginia

To: Amy Boyd - Town of Shepherdstown  
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From: John McFown - EvoGov

Valid until: December 31, 2023

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[RivcoACR.org](https://rivcoacr.org)

With a population of over 2 million people, Riverside County is the 4th largest county in California. EvoGov built the website for the Clerk Recorder's office and in 2022 we refreshed the site with an all-new design, content design, the latest ElasticSearch search engine technology and a new ADA/WCAG compliance suite.

Social Media Integration

Custom, Responsive  
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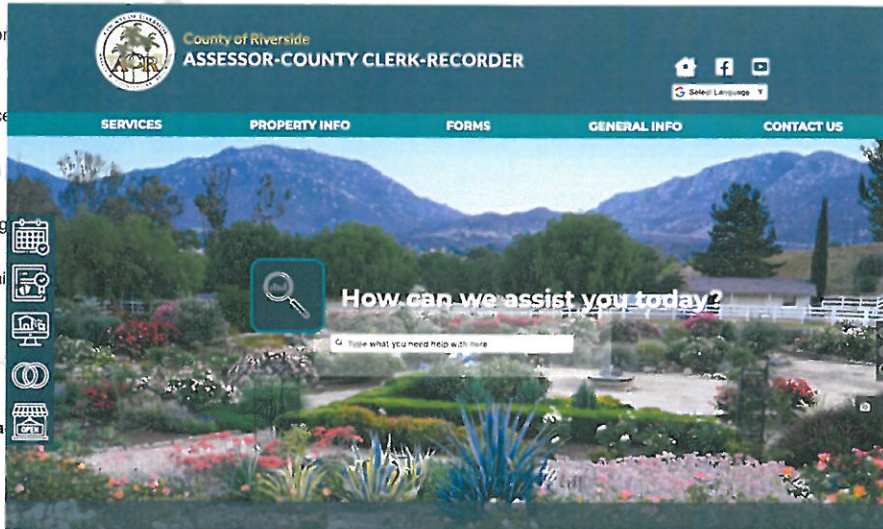
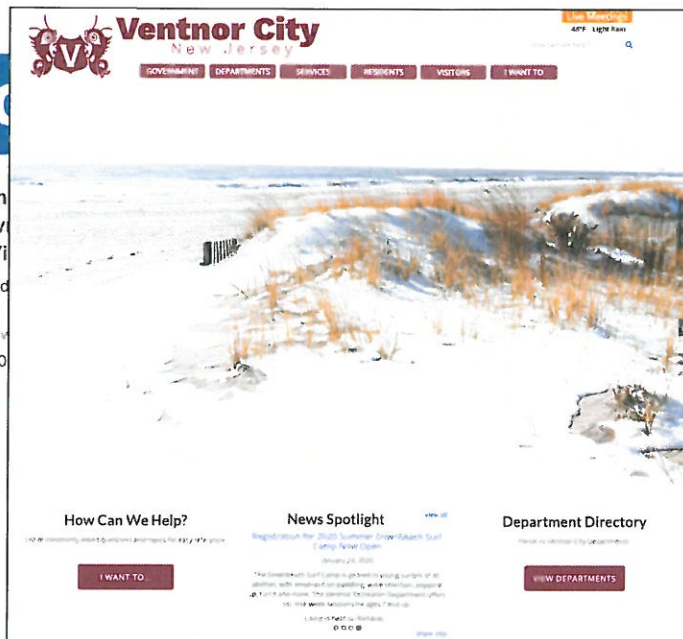
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## Valley County Idaho

Complete website redesign, content migration, and training.





## Website Re Proposal fo Shepherdso

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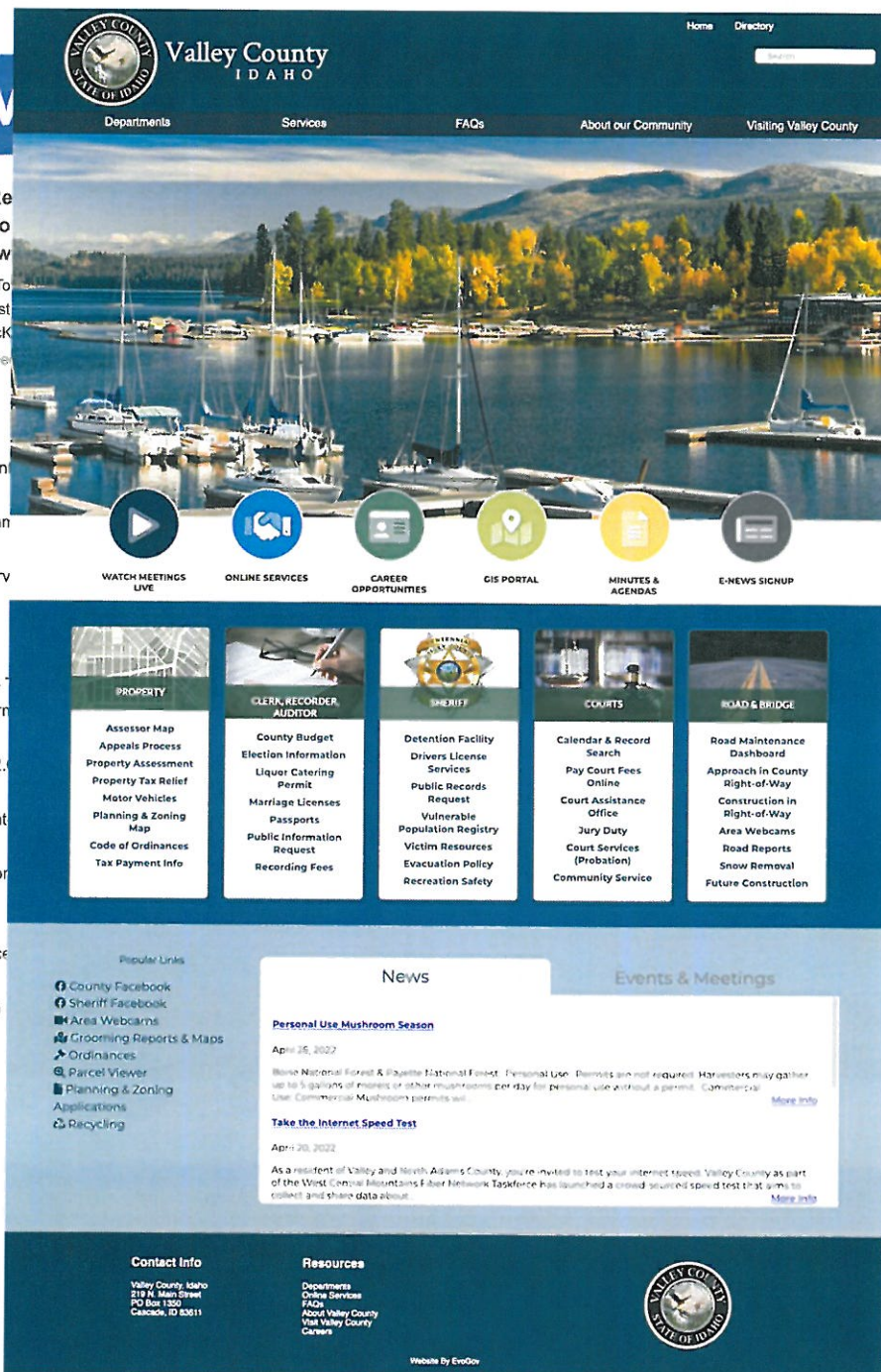
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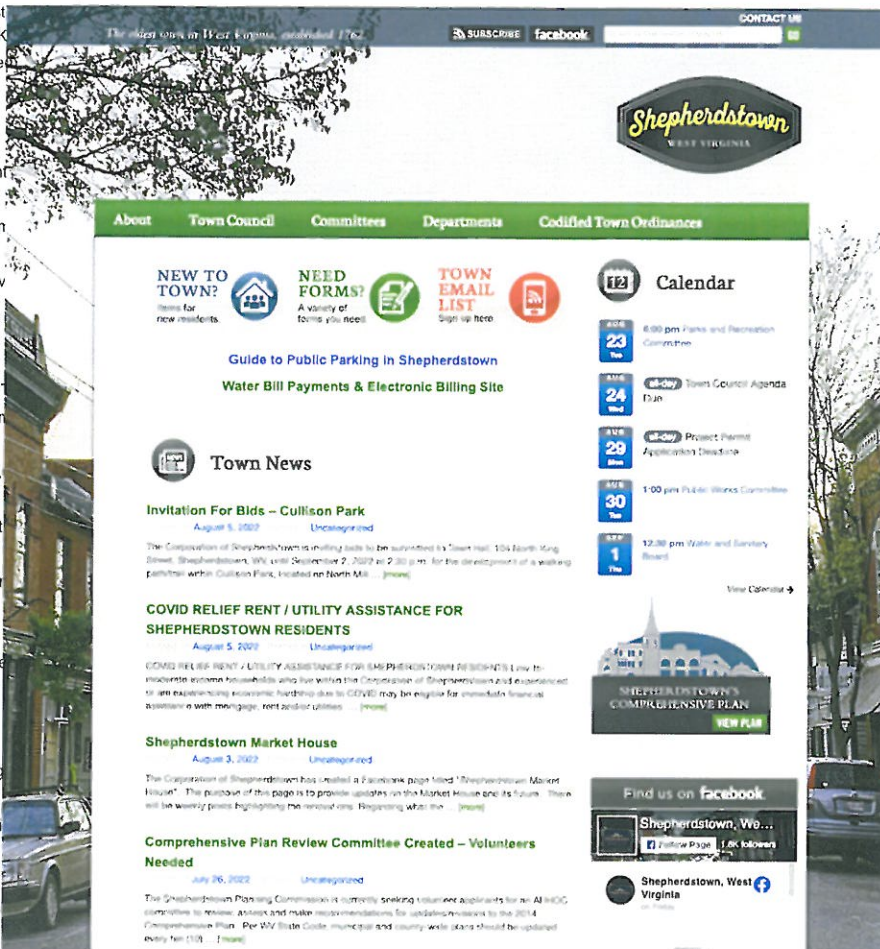
## Implementation and Timeline

Website Redevelopment

Proposal for the Project will be: **COMPLETED ON TIME**  
Shepherdstown, West Virginia

To: Amy Boyd - Town of Shepherdstown, West Virginia  
From: John McKelvey - EvoGov  
Valid until: December 31, 2023

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Smaller projects can be completed in 90 days or less. The sooner that you can provide us with your photography, updated written content, videos, etc. the better. This will keep your project moving forward.

### Project Stages

#### 1. Kickoff Meetings with Content Submission Deadlines

Your EvoGov Project Manager meets with your core team and/or with individual departments to gather your design requirements and provide examples of current trends. We will let your team know what collateral we will need to build your design.

#### 2. Design Meetings

We create your new design, then host a meeting with your team to discuss and refine it. If your team can't provide us with photography, video, or design assets, your design will be more generic. Good photography can really make a design pop.

#### 3. Content Migration

We move your website content from your old website to our platform, and new written content submitted by your team is integrated.

#### 4. Staff Logins and Training

Your staff that will manage your department's website content are provided with credentials and training resources so that they can learn to manage the new website.

## 5. Quality Control & IT Setup

We will review your new website for accuracy, compliance, and mobile performance. Your IT team will need to provide us with access to your domain name and DNS so that your new site can launch on time.

## 6. Site Launch

When your new website launches, the hosting service fee begins.



### Website Request Form

#### Proposal for The Town of Shepherdstown, West Virginia

To: Amy Boyd - Town of Shepherdstown, West Virginia  
From: John McKelvey, EvoGov  
Valid until: December 31, 2022

#### Ensuring Project Success with Project Management

Cover Letter Our exclusive project guides that detail how to build great websites on time and within budget can be viewed at <https://www.evogov.com/welcome>. These guides will assist your teams and departments to get the most of your new website. The data, design collateral, and input we need from your team are listed there. Once your project begins, we will provide logins to our online project management portal, where your team can upload files, view tasks and progress, and interact with the EvoGov Team.

#### Improve Usability with Navigation Design

Company Overview One of the reasons clients redesign their websites is because their customers complain that they can't find content on the website easily. To solve this common challenge, EvoGov utilizes an interactive online tool for menu design that helps visualize the structure of the website without being distracted by the graphic design. Your team will get a login to this system and can participate at a level that they are comfortable with. Some clients are very involved in site structure design, while most depend on EvoGov to use best practices when creating the flowcharts for the upgraded website.

#### Creating Mobile-Ready Custom Graphic Design

Website Platform EvoGov will create a design prototype concept for your team's approval before the new website is built. The mobile-ready design concept is done using an online prototyping tool that your team will gain access to. During our design meetings with your team, we will use this tool to review the design requirements and adjust the design to your needs. We have many layouts to help the process move along more quickly, and there are many elements of our applications that are interchangeable. These include: calendars, news areas, alert areas, slideshows, video, action buttons, and more. Once the design layouts are ready, we integrate these into our website software to build the new website.

#### Conduct Department Meetings

Design EvoGov will meet with your departments that have specific content needs and design requirements.

#### Migrate Website Content

Client References EvoGov will migrate all of the content that you deem current and valid that is within your current website, into the new website. All updated content provided to us by your team will also be integrated into the new website.

#### Integrate Applications

Implementation Some projects require specific application setup steps, like our Evo311 request tracking system, and other applications that are built into our platform. EvoGov will meet with your team to get those systems setup and offer detailed instructions and training.

#### ADA Compliance, Site Testing, and Quality Control

Website Hosting The new website will be built on a temporary domain name so that your team can view it and interact with it. Before the website launches, our team will perform quality checks on the website. While we do scan your website for ADA compliance, we strongly recommend that you opt to integrate a low-cost ADA compliance script into your website that will help your visitors with disabilities. There are several vendors we use for this, and you pay them a monthly fee directly.

#### Staff Training

Support & Training EvoGov will provide up to six live training for your staff via online Zoom meetings. These meetings are typically one hour long, and have a maximum of 10 participants. Departments that have heavy content management requirements should schedule their own training meetings with EvoGov. Live web training requires a phone, a desktop computer (not an iPad), and broadband Internet connection. Meetings may be recorded so that you can use them to train additional staff.

#### Domain Names, IT Support, and Site Launch

EvoGov works with thousands of organizations of all sizes to assist with domain name registration, DNS (domain name servers), cloud hosting, and other IT-related services. For our government customers, we assist in securing .gov domain names at no cost to your organization. Your website can have many domain names associated with it, and we can also help in pointing one domain name to another. Each customer's needs are a bit different, so it will be important to have your IT staff interface with our team.

## Basecamp Project Management





We utilize an online project management system called Basecamp that makes it easy to upload files to our team and check on your website's progress. Any of your staff who wishes to be involved will receive a login.

V

## Proposal for the town of Shepherdstown, West Virginia

To: Amy Boyd - Town of Shepherdstown,  
West Virginia

From: John McKown - EvoGov, Inc.

Valid until: December 31, 2022

Cover Letter

## Website Hosting & Security

Table of Contents

### Your New Website Will Be: SECURE & RELIABLE

Executive Summary

Our purpose-built municipal website management platform is hosted on Amazon Web Services (AWS). Amazon AWS is the largest, most reliable cloud provider in the world.

Company Overview

#### 100% Uptime

Project Team

We utilize multiple AWS data centers with auto-scaling servers and failover built-in. At busy times, additional servers are added automatically so that your website remains fast. You won't outgrow your

EvoGov CMS - The Municipal

Website Platform

#### Firewall Included

We include a wide-area firewall that automatically protects your website from attackers. Your site is more

ADA / WCAG 2.1 compliant

#### Maximum Security with Free SSL Certificates

So...

All domain names that EvoGov hosts come with free SSL security certificates. This gives you the "https" address with the padlock in the browser and encrypts all of your website traffic across the Internet. Every site is secure.

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#### No Storage Limits

Cli

Never worry about the storage of your website content again. Storage for your website auto-expands on the cloud, and the storage is inexpensive and included with your website hosting.

Imj

#### .Gov Domains and Additional Domain Names Supported

We

We have assisted many customers with acquiring and setting up new .gov domains. The process takes just a couple of days, and you own your domain name. If you need additional domain names for sub-sites we can assist with that as well.

Su

#### Our Technology Stack

You can read more about our hosting technology here: <https://www.evogov.com/technology>.

Ap

## Support & Training

### Your New Website Provider Will Be: RESPONSIVE

#### Live Web-Based Training Meetings

- Live planning and training meetings included for all of your departments.
- Live training meetings remain free of charge for up to 60 days after your site launches.
- Note - Since Covid-19 we now offer training meeting videos on demand, which have replaced most of our live training meetings. Your staff can train at their own pace at any time they wish using on-demand videos.

- New staff hired long after the website is live can receive an hour of live hand-on training from our staff for just \$85.



#### Live Chat Support

- We were the first national provider to add live chat support directly into our software. If you can log into your website, you can get a live support answer to most any support request.
- During 2020 during the pandemic, we answered thousands of chat requests with an average response time of only 18 seconds.

Website Redesign

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Website Platform

ADA / WCAG 2.0 Compliance

Social Media Integration

Custom, Responsive Website Design

Client Reference

Implementation

Website Hosting & Security

Support & Training

Approve proposal

#### Email & Phone Support

- Email and phone support are always free.

#### Live In-Person Training Meetings at your Office

Due to the Covid-19 pandemic we no longer offer live on-site training. We feel that web-based training is less expensive and more effective anyhow.

#### Printed Manuals

- We are phasing-out printed manuals for many reasons. It is bad for the environment to print manuals, and our software improves so rapidly that our printed manuals always became outdated very quickly. Just as people now watch YouTube tutorials on most any subject, we are moving to training videos with embedded chapters that browse easily.

## Cost Proposal

### Your New Website Will Be: AFFORDABLE

We believe in up-front, transparent, all-inclusive project pricing. No upsells, no gimmicks. No automatic price increases.

#### One-Time Development Fees

This is the cost to design and build your new website, migrate content from your old website to the new website, perform project management meetings with your staff, and setup the website hosting.

#### Website Development Fees:

- Total Project Cost: \$7200

#### Payment Terms:

Download PDF version

We will invoice your project in equal installments at the following milestones:

- Initial Payment: \$2400 - invoiced when work begins.
- Second Payment: \$2400 - invoiced when the design prototype is approved by the Client.
- Final Payment: \$2400 - invoiced when scope of work in Exhibit A is complete, and training has been provided. Please note that the new website will only be made live on the Internet after final payment has been received.

### Recurring Service Fees (Website and Application Hosting)

#### Flat Website Hosting Fee:

- \$150 per month.
- EvoGov Website Management System with all content management modules.
- Mass Email System - 30,000 emails per mo. (\$1 per 1000 emails thereafter).
- Evo311 - Request Tracking Workflow System (pothole complaints and much more).
- EvoBids - Bid and RFP online bidding system.
- Unlimited support.
- Automatic application upgrades.
- No price increases for three years.



- Three domain name registrations (.gov domains must be paid directly from you to the .gov registrar)



## Website Redevelopment Proposal for The Town of Shepherdstown, West Virginia

To: Amy Boyd - Town of Shepherdstown,  
West Virginia

From: John McKown - EvoGov, Inc.

Valid until: December 31, 2022

## Optional Enhancements

Cover Letter

### Customizable Search Engine using ElasticSearch®

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Website Platform

ADA / WCAG 2.0 Compliance

Social Media Integration

Custom, Responsive  
Design

Client Reference

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Website Hosting

Support & Training

Approve proposal

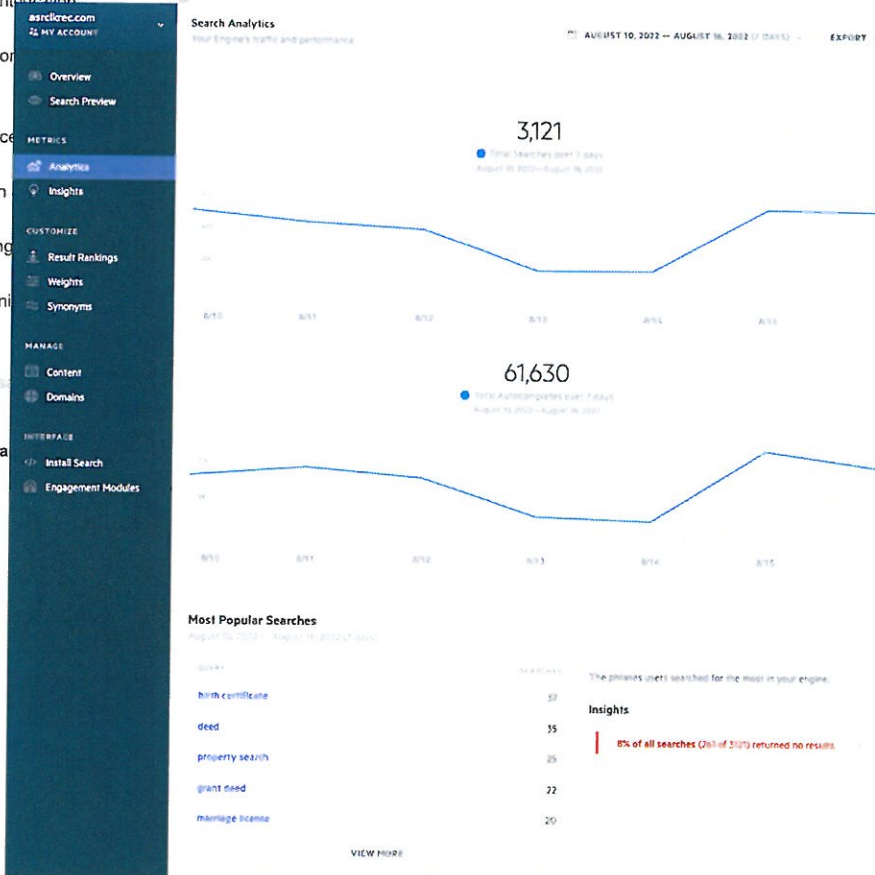
Download



EvoGov will integrate a customizable cloud-based search engine into your website in one day, which will provide your organization with personalized analytics on how your residents use your website's search. With that information you can update your website's action links and menus to make content that people search for easier to find. The solution also includes a multi-lingual synonym engine so that you can enter search results for terms that are searched in Spanish and other languages. The cost is very reasonable because it is cloud-based, and no other municipal website provider can provide a website search engine that is this powerful, flexible, and customizable. The cost for a very large municipal customer of ours (2 million+ population) is under \$80 per month.

Check out this custom Elastic search engine in action at [www.rivcoacr.org](http://www.rivcoacr.org)

Sample interface for customizing your website's search engine,  
and seeing real-time analytics on what your visitors are searching for:



## Make your departments stand out with a CUSTOM HOME PAGE



Certain municipal departments can really benefit by having their own home page. Without their own home page, it is difficult to display video, calendars, action buttons, social media, and other meaningful content. With EvoGov, you can have ONE platform for your city's website, while serving custom home pages for specific departments, even with their own domain names.

These are great for;

- Website Redevelopment
- Proposal for The City of Mattawa
- Shepherdsdown, West Virginia
- Fire Departments.
- To: Amy Boyd - Town of Shepherdsdown, West Virginia
- From: John McKown - EvoGov, Inc.
- Arenas and Facilities.

Valid until: December 31, 2022

**One-Time Cost:** \$1500 per sub-site home page and interior page design and implementation.

**Recurring Hosting Fee:** NO CHARGE (content hosted and managed from your main website).

Cover Letter

**Standalone Website Option:** If you would like a separate standalone website for one of your departments, we will quote that separately. Hosting and development is discounted if we build and host your main website.

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EvoGov CMS - The Municipal Website Platform

ADA / WCAG 2.0 Compliance

Social Media Integration

Custom, Responsive Website Design

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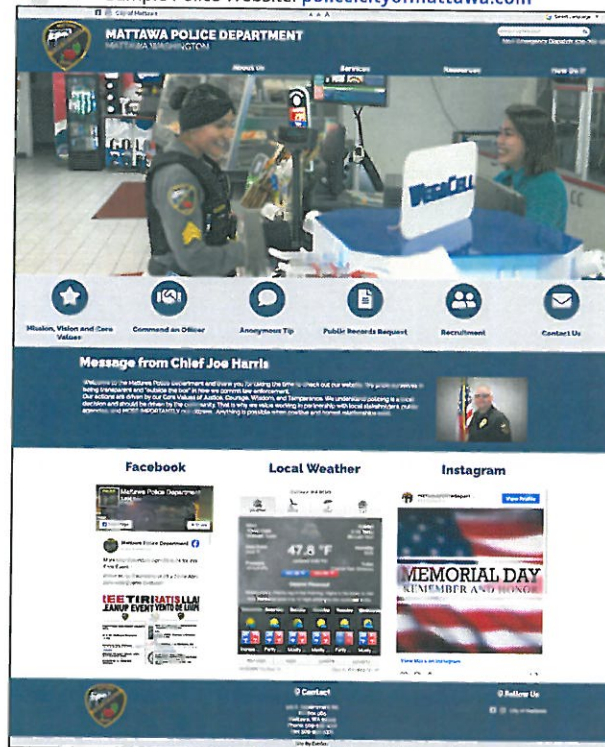
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Sample Police Website: [police.cityofmattawa.com](http://police.cityofmattawa.com)



## Summary and Next Steps

### Reasons to Choose EvoGov

1. Great customer support and continued updates to our platform so your website evolves.
2. Best cost-of-ownership value in the municipal web design industry.



3. All-inclusive hosting pricing with no increases for 5 years.
4. Great custom designs using the latest standards.
5. Video Editing and streaming is included.
6. 100% uptime on Amazon Web Services (AWS).
7. No limits.
  - a. Unlimited training and support now with real-time chat.
  - b. No Usage Limits (users, storage, customers, bandwidth).
  - c. Unlimited applications (calendars, news areas, slideshows, file browsers, and more).

#### Website Redesign

#### Proposal for The Town of Shepherdstown, West Virginia

To: Amy Boyd - Town of Shepherdstown

West Virginia

From: John McKown - EvoGov, Inc.

Valid until: December 31, 2022

8. Free Application Updates as long as you host with us.
9. Sub-Site hosting for custom department home pages. Customers use these for; Parks, Police, Fire, Economic Development, Libraries, and more!

11. Local Government specific applications are included with your hosting. These include; such as meetings and agendas, mass email, bid and RFP manager, 311 request tracking with workflow, mapping, job postings, and more!

Cover Letter

### Schedule a Demo of our CMS

If you would like to see a an optional live demo of our software, please let us know and we will schedule a web demonstration for you.

Executive Summary

### Executing Agreements with EvoGov

If the terms of this proposal are agreeable and you would like to engage with us to build your project, please let us know and we will send you our Master Services Agreement (MSA) for you to review and sign. Once we are under contract, we will schedule your kickoff meeting and send you the first development invoice to get started.

Evo

### Thank You!

We

We appreciate the opportunity to win your business and we look forward to working with you.

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Support & Training

Discuss (4)

Approve proposal

Download PDF version



Historic Landmark's Commission November 14, 2022 – Regular Meeting



Draft Minutes

**Members Present:** Carmen Slater; Keith Alexander; Tom Mayes; Nicole Saunders-Meske; Edith Thompson

**Members Not Present:**

**Staff:** Andy Beall

**Visitors:** Barbara Uhler; Jim Schmitt; Chris Cafiero; Dow Benedict; Joseph Dolen; Glenn Oden

**Call to Order:** 5:00 p.m.

**Approval of Minutes:** September 2022      Approved

October 2022      Approved

**Conflicts of Interest:** None

**Application Review:**

Previous Applications:		Project Description
21-42	Melanie Jesteadt & Chris Cafiero 310 W. German St.	Remove unstable 1.5 story and single-story shed-roof additions on rear of primary structure. Replace with two-story addition. Application was approved in 2021 but permit expired.
The applicant is present and describes the proposed project. The application was approved in 2021 but the project had not begun when the one year permit period expired. The application is identical in scope except for two alterations: 1) The entire roof of the original structure will be standing seam metal while that of the addition will be shingled; 2) A rear basement window will be replaced with "bilco" doors		
<b>Notes:</b>		
<b>Motion:</b>		C. Slater motions to reapprove application 21-42 as approved on 11/8/2021 with the (2) proposed Amendments, pursuant to page 49(d) and 43(b) of the Historic District Design Guidelines. T. Mayes seconds the motion, no objections and motion passed unanimously.

New Applications:		Project Description
22-46	Barbara Uhler Parcel 138, W. High Street	Construction of new single-family detached home.
The applicant and her contractor are present. The application was tabled in October due to the incompatible size of the proposed windows and the unclear location of the proposed structure on the lot. The contractor presents revised front		





**Draft Minutes**

*elevations with window reductions of 20% and a revised site plan with a front setback of 5' and a rear west corner setback of 12'.*

**Notes:**

**Motion:**

*T. Mayes motions to approve application 22-46 pursuant to page 57 of the Historic District Design Guidelines for new construction with modified reduction in front window size and proposed orientation of the house on the lot. C. Slater seconds the motion, no objections and motion passed unanimously.*

**New Applications:**

**Project Description**

**22-47**

**Dow Benedict**

**110 E. New Street**

**Replace failing and uneven concrete porch steps with new uniform and easily navigable wooden steps.**

*The applicant is present and describes the proposed project. The replacement steps will consist of consistent risers and wider steps. Steps will be made of wood as will one house-side wood railing attached to the house with metal brackets*

**Notes:**

**Motion:**

*T. Mayes motions to approve application 22-47 pursuant to page 41 (sections b & c) of the Historic District Design Guidelines with simple wood railing composed of 2x4 with shadow box attached to the house with metal brackets. C. Slater seconds the motion, no objections and motion passed unanimously.*

**New Applications:**

**Project Description**

**22-48**

**Gregory King**

**200 E. High Street**

**Replace existing gutters. (Please note the applicant has been advised that "K" or ogee profile gutters are not permitted when in the public view. I am awaiting confirmation on the use of half-round).**

*The applicant is present and describes the proposed gutter replacement. "K" style or ogee profile gutters are not recommended as appropriate according to the Historic District Design Guidelines. The applicants provide a photograph from the 1930's when the building was a gas station. In the photo, the building has ogee profile gutters thus establishing historic evidence.*

**Notes:**

**Motion:**

*T. Mayes motions to approve application 22-48 pursuant to page 61(b) of the Historic District Design*

Historic Landmark's Commission November 14, 2022 – Regular Meeting



**Draft Minutes**

	<i>Guidelines noting that "K" style or ogee profile gutters are not consistent with the guidelines, but the historic evidence provided by the applicant supersedes. He also asks a copy of the photo be included in the application file. N. Saunders-Meske seconds the motion, no objections and motion passed unanimously.</i>

**Workshop:** N/A

**Continuing Business:** N/A

**New Business:** N/A

**Administrative Matters:** N. Saunders-Meske motions to elect K. Alexander and E. Thompson HLC president and vice president respectively. No objections and motion passes.

**Adjournment:** Motion to adjourn at 6:15 p.m.; no objections and passed unanimously.