



COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: 10/29/2019 Meeting Date: 11/7/2019

Name: Paula Vann Department: Tourist Development

Division Manager's Signature:

A handwritten signature in blue ink, appearing to read "Paula Vann", is written over the signature line.

1. Nature and purpose of agenda item:

Request approval of the 2019 - 2020 Web-hosting Contract

2. Recommended Motion/Action:

Motion to approve ITI's web-hosting contract for \$4,500

3. Fiscal impact on current budget.

This item is currently budgeted. The account number to be charged is 107-5200-552.30-48 ADVERTISING



971 WEST DUVAL STREET • SUITE 145 • LAKE CITY • FLORIDA • 32055

PH: 386.758.1312

Memorandum

Date: October 24, 2019

To: David Kraus, Assistant County Manager

From: Paula Vann, Executive Director Tourist

Re: Development ITI Web-hosting Contract - \$4,500

Columbia County Tourist Development requests approval of the ITI Digital contract to provide 12-months of web-hosting and support for \$4,500.

The Columbia County TDC developed a new SpringsRUs.com website which was launched Spring 2016. ITI Digital designed and managed the website for one year. The new contract allows ITI to manage the ongoing work to keep the website functioning and secure. This includes: backups, maintenance, upgrades and software patches as needed.

Date	August 5, 2019
Company	Columbia County Tourism Development Council
Contact	Paula Vann
Title	Executive Director
Address	P.O Box 1847, Lake City, Florida 32056
Phone	386-758-1312
eMail	pvann@columbiacountyfl.com
URL	https://springsrus.com
Digital Services	Website Hosting & Management / Optional Support Plans
Contract Period	October 1, 2019 - September 30, 2020
Agency Fee	<p>Payable: \$4,500 for Web Hosting and Management Optional Support Plan of choice upon selection (see page 3)</p> <p>Upon receiving the signed insertion order, an invoice will be submitted which is payable within 30 days of receipt.</p>

Scope of Work

“Management” means the ongoing work to keep the website functioning and secure. This includes backups, server maintenance, upgrades to the Content Management System version and overall server patches as described in the table below.

Hosting & Management
CMS Training. ITI Team will provide up to five (5) hours of CMS training upon website delivery to the CVB's staff. Our team will be available for questions or assistance during the contract period.
Daily backups - A backup strategy for any situation. Three backup slots are rotated.
Domain uptime monitoring – Freshping 24/7 monitoring tool and server 24/7 support
Firewall Management
Google Webmaster Tools (Search Console) – monitoring of structured data errors or crawl and indexing errors
Hosting of the database on a scalable cloud-based server. Hosting includes space for files, images, and content of the website
Malware & virus scanning quarterly (<i>Removal of malware up to 10h of work. If more hours are necessary, ITI Digital will submit a quote for approval. ITI Digital does not guarantee malware removal as it related to notices on Google Ads, Bing Ads, or any search engine reports).</i>
Management of the content of site upon client request. <i>It does not include the new development of new features or new pages. For this request, ITI Digital will submit a quote to complete the work.</i>
Monitoring: memory, domain uptime, CPU and IP
Monthly Google Analytics Executive Summary
Quarterly Google Search Console Report
SSL Secure Site Seals. This enables your website visitors to know you have invested in their safety and indicate that you provide secure transactions and data.

Third-Party SEO Company Collaboration

The way we manage our websites is through Bitbucket/GIT repositories for custom-developed websites or Cpanel (for WordPress). This provides you with a lot of benefits such as code versioning, tracking updates, the ability to roll back updates, the ability for teams to work in coordination, etc.

All updates go through the repository, nothing is ever changed directly on the server through FTP or any other means. That invites a whole host of potential issues and there are none of the benefits mentioned above.

If you decide to work with a third-party SEO specialist or marketer:

- We will provide Bitbucket repository access to your projects, or CPanel login (for WordPress).
- We require all necessary code updates to be submitted via repository pull request or clearly labeled via Word Doc/Excel with page URL and approved copy, keywords or metatags.
- New requests must be sent to support@iti-digital.zendesk.com and will be considered approved by the client and ready for implementation.
- Your team can decide if you wish to share CMS and Google Search Console login with the SEO company.

Please note: If submitting changes through a request, ITI Digital will apply testing and quality assurance to confirm all elements on the website are working properly as a result of the new updates. This is a simple and quick process and shouldn't slow down their efforts at all if they are making high-quality updates to the code. ITI Digital will advise the client if the new code is affecting the website performance.

Optional Support Plans

A key component of every successful web analytics solution is knowledgeable and responsive Technical Support. If you decide not to subscribe to a optional support plan, we will quote and charge

Support Plans Include:

- Adding and removing of menu items, icons such as weather, social media, video, iTunes, Google Play and PDF links
- CMS quarterly upgrades/security patches and plugins
- Smart banners for app downloads. Add and remove.
- Updates to text, images, and other minor content changes to the customer's website pages. (Includes creating directions for the client if this is accessible on the Content Management System)
- Updates to slideshow or video changes on the homepage either through the Content Management System or web page
- Tracking codes and campaign pixels. Implementation for advertising campaigns.
- Implementation of changes to the website requested through third-party SEO companies working in partnership with the client

Optional Support Plans - Continued

OPTION ONE - \$300/month

TWO HOURS MONTHLY including items as listed above as day-to-day support.

- Include items as listed above
- Including a Quarterly Strategic Planning Call.
- Including annual onsite consulting.

OPTION TWO - \$500/month

FIVE HOURS MONTHLY, including items as listed above as day-to-day support.

- Include items as listed above
- Including a Quarterly Strategic Planning Call.
- Including annual onsite consulting.

Support Plan - Terms of Service

Any work that exceeds the selected package or if no support plan package is select, the client will be billed on **an hourly basis of \$120 per hour**. Work within the package of choice will be billed in one-hour increments.

Unused time is not accumulative. Unused time does not transfer from month to month. Maintenance Services time is strictly month to month.

What is not included?

Web page layout updates, image editing, graphic design, graphics editing, database design, database changes, programming, and search engine optimization. Web site redesign, realignment or re-development. ITI will submit a quote for the services upon request. CMS design or integration including but not limited to blogs, shopping carts, and web forums. ITI Digital is not responsible for rewriting sentences, restructuring paragraphs, or checking for typing errors, misspellings, etc.

Support Plan - Terms of Service - Continued

Deadlines & Deliverables

ITI Digital will respond to all maintenance requests from "The Client" within 48 hours on weekdays and 72 hours on weekends, via email or phone or through our Support Ticket System with a confirmation that the request was received, and estimated completion date for each action item in the request.

ITI Digital will adhere to all quoted deadlines for the deliverables in the maintenance requests at all possible costs. In the event that ITI Digital has any issues in delivering on a quoted deadline, "The Client" will be notified via email or telephone the reasoning for any change.

Additional Services

Any revisions, additions or redesign "The Client" request ITI to perform that is not specified in this document shall be considered "additional" and will require separate agreement and payment. ITI shall advise "The Client" on any requested work that falls within these bounds.

Customer Acknowledges

ITI Digital has no control over the policies of search engines or directories with respect to the type of sites and/or content that they accept now or in the future. Customer's web site(s) may be excluded from any search engine or directory at any time at the sole discretion of the search engine or directory entity.

If changes are made by ITI Digital according to Customer's information, and the changes submitted by the client are not correct, additional time to remedy the changes fall under the maintenance hours of time allotted.

Limited Liability

The client acknowledges that the service provided is of such a nature that service can be interrupted for many reasons other than the negligence of ITI Digital and that damages resulting from any interruption of service are difficult to ascertain. Therefore, the client agrees that ITI Digital shall not be liable for any damages arising from such causes beyond the direct and exclusive control of ITI Digital. Client further acknowledges that ITI's liability for its own negligence may not, in any event, exceed an amount equivalent to charges payable by the client for services during the period damages occurred. In no event shall ITI Digital be liable for any special or consequential damages, loss or injury. ITI Digital is not responsible for any damages your business may suffer. ITI Digital does not make implied or written warranties for any of our services. ITI Digital denies any warranty or merchantability for a specific purpose. This includes loss of data resulting from delays, non-deliveries, wrong delivery, and any and all service interruptions caused by our server.

ITI Digital has no control over the policies of search engines or directories with respect to the type of sites and/or content that they accept now or in the future. Customer's web site(s) may be excluded from any search engine or directory at any time at the sole discretion of the search engine or directory entity.

SIGNATURE PAGE

Check the Optional Support Plan of your choice. If you do not wish to subscribe to a monthly support plan, please leave blank.

☐ Option 1 - \$300/month (2h/month)

☐ Option 2 - \$500/month (5h/month)

I understand that I will be billed for the quoted plus any production charges incurred for creative work other than outlined within this insertion order. I understand that all charges are due within 30 days from the billing date and that a finance charge of 1.5% will be applied to any unpaid balance after 30 days.

Organization: Columbia County Tourism Development Council

Services: Web Hosting & Management / Optional Support Plans

Contract Period: October 1, 2019 - September 30, 2020

Fee: \$4,500/annually and support plan of choice (as indicated above)

No Early Termination; No Refunds.

The contract period will end on the expiration date and the agreement cannot be canceled early. All articles are written within 30-days of the signed insertion order and marketing strategies are committed. We do not provide refunds.

**Payment Terms: 30 days from date of the signed agreement*

Accepted on behalf of:

Columbia County Tourism Development Council

Signature: _____

Paula Vann

Executive Director

Franci B. Edgerly

Accepted for ITI Digital:

Franci Edgerly

CEO & Founder

Please return signed insertion order by fax to 912.267.6025 OR sign, scan and email to franci@iti-digital.com