

Advertising Committee Meeting Agenda
IDA and LDC

March 24, 2022 – 10:15 a.m.
Or to follow the IDA and LDC Board Meetings
1 Washington Street
Town of Hempstead Pavilion
Hempstead, NY

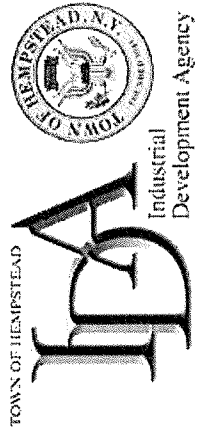
LDC Members: Thomas Grech, Chairman, Florestano Girardi, Jack Majkut, Fred Parola,
Mike Lodato, Laura Tomeo and Jerry Kornbluth

IDA Members: Thomas Grech, Chairman, Florestano Girardi , Jack Majkut, Fred Parola
Mike Lodato, Laura Tomeo/Lorraine and Jerry Kornbluth

Agenda:

IDA Review and acceptance of 2022 Website Upgrade and Refresh

LDC Review and acceptance of 2022 Website Upgrade and Refresh



Ideas that spark action.

Wordpress Website Proposal

GIOVATTO¹

INTRODUCTION

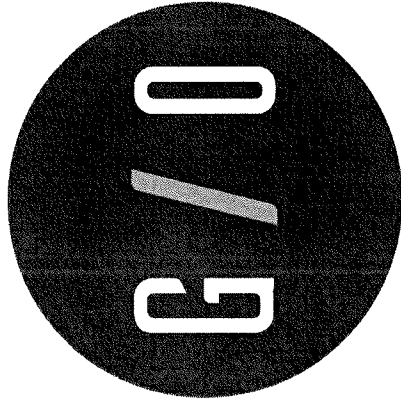
Thank you for your interest in partnering with Giovatto Agency and Boomtown Internet Group, Inc. for your website project. We are an innovative Website Design, Digital Marketing, and Advertising company with over 30 years of experience developing and implementing digital solutions for professional businesses nationwide.

At Giovatto/Boomtown we hold one goal above all others: 100% client satisfaction. Our team of developers, copywriters, and graphic designers uphold the highest standards for project planning and execution, and we're dedicated to building the perfect website for your company on time and on budget.

In this proposal, you'll find what we feel is the optimal solution for your website development needs, along with the associated delivery timeline, costs, and project terms. Thank you for the opportunity to earn your business!

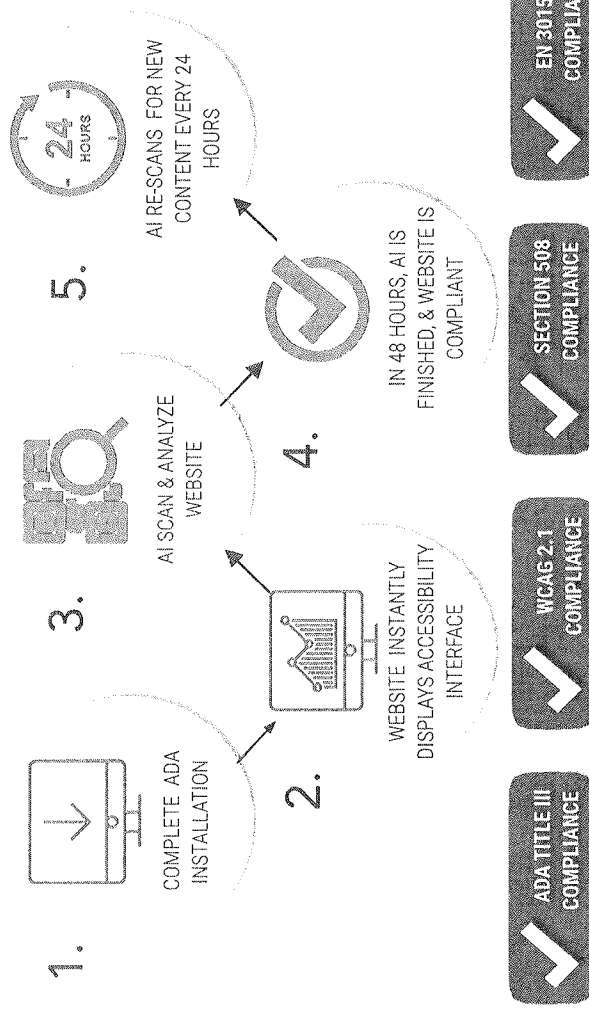
PROJECT SUMMARY

CONFIDENTIAL & PROPRIETARY



ADA COMPLIANCE - WEB ACCESSIBILITY

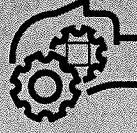
Giovatto offers the first and only automatic, AI Powered (machine learning) web accessibility solution that complies with worldwide legislation and keep websites compliant 24/7.



BLINDNESS



MOTOR & MOBILITY



COGNITIVE DISORDERS



EPILEPSY



AGING

VISION IMPAIRMENT

PROJECT SUMMARY

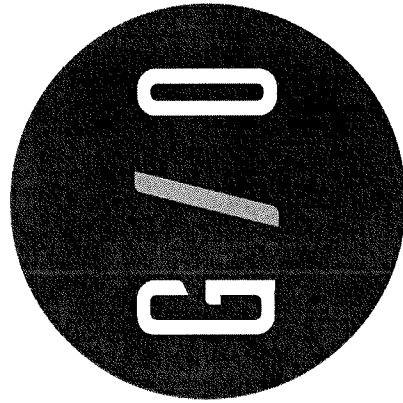
This project consists of Giovatto/Boomtown designing and developing a new professional website for both TOHIDA & TOHLDC. This website(s) will be developed using the WordPress content management system (CMS). One-third of all websites on the Internet are built using WordPress. It is a highly scalable and customizable platform which Giovatto/Boomtown will continue to align with the requirements of this project.

You will be able to do the following once your website is launched:

- Easily add and update the page content, blog posts, and images
- Administer website menus, header, and footer
- Integrate with analytics software to track page and website performance

PROJECT SPECIFICS

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HOSTING

- New WordPress Managed hosting at WP Engine .
- No change is necessary. TOHIDA & TOHLDC are already hosted at WP Engine.
- No change is necessary to domain registration. Domain TOHIDA & TOHLDC are currently registered at GoDaddy with DNS delegated to Cloudare. Both are unaffected by website redevelopment.
- Recommend registering new domain name at existing GoDaddy registrar. • Recommend registering a new domain (TBD) at GoDaddy. Giovatto/Boomtown will register this domain for you.
- Move domain registration away from Wix, to new registrar GoDaddy.
- Move DNS to Cloudare.rewall(FREE) which will offer increased performance and security.

EMAIL

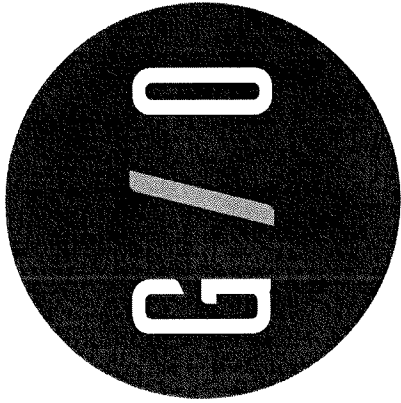
- No change is necessary. Email to remain w/ current provider Google Apps and is unaffected by redevelopment.
- Recommend keeping Yahoo email address or creating company email addresses through GoDaddy as WP Engine rightfully does not serve email.
- Recommend migrating company email to MS Oce 365 through Intermedia (as WP Engine rightfully does not serve email).
- Email migration to Intermedia is a separate project and is NOT part of this proposal. Giovatto/Boomtown will address it as a separate project entirely.

WEBSITE DESIGN

- Giovatto/Boomtown will maintain the same front-end design and sitemap found on both TOHIDA & TOHLDC websites • Giovatto/Boomtown design team will produce a new website design utilizing WordPress CMS framework with modern responsive Impreza theme.
- New website design and framework are 100% mobile-friendly. The new website will automatically adapt to the screen size of all modern devices such as desktops, tablets, laptops, and mobile phones.
- Because the theme is being redeveloped in the Impreza framework (from the existing Cherry framework), all content types (Pages, Posts, Services, News, etc.) may be administered differently in the new WordPress Dashboard.

DEVELOPMENT PROCESS

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DEVELOPMENT PROCESS

Our development process was created to ensure every project is delivered on-time and on budget. Once your website project kicks off, here's what to expect:

Initial Setup

- Creation of a development environment where all proposed functionality can be tested and approved.

Content Writing

- Research and write keyword-optimized content relevant to your audience.

Design

- Design of website user experience and user interface to allow the target audience to easily navigate and use the website to achieve their needs.

DEVELOPMENT PROCESS



Product Catalog Population

- Populate the ecommerce product catalog with pricing, descriptions, photos, and more per *Project Specifics* above.

Client Edits and Approval

- Implement your change requests, test the website, and receive final approval before the website is launched.
- 2 rounds of revisions

Website Launch

- Your domain name www.TOHIDA.com & www.TOHLDC.com is pointed to the new website and after a short propagation time, your new website is visible worldwide.

DEVELOPMENT PROCESS

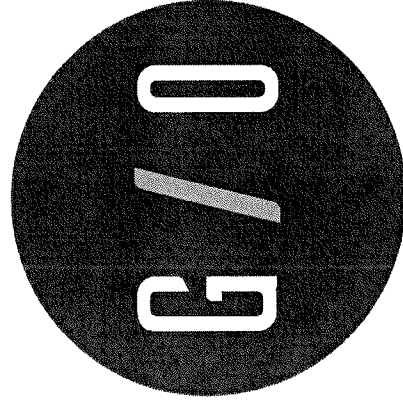


Website Training

- Upon completion of your website project, a Giovatto/Boomtown programmer will schedule and conduct a 1-hour online screen-share training session. The focus of this training will be to teach you how to manage your website content in WordPress.

TIMELINE

2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030



TIMELINE



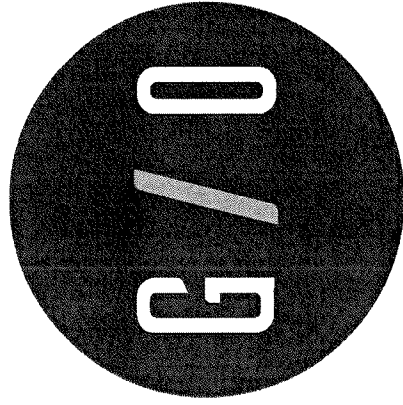
Timeline

Stage	up	to	Week
Initial Setup	up	to	1 Week
Content Writing	up	to	3 Weeks
Design	up	to	2 Weeks
Development	up	to	6 Weeks
Product Catalog Population	up	to	1 Week
Client Edits & Approval	up	to	2 Weeks

Disclaimer: Timelines above are estimates based on our experience with similar website development projects. While we strive to accurately estimate project timelines in every proposal, we reserve the right to move delivery dates in response to unforeseen delays or changes to project requirements.

PROJECT COST

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PROJECT COST

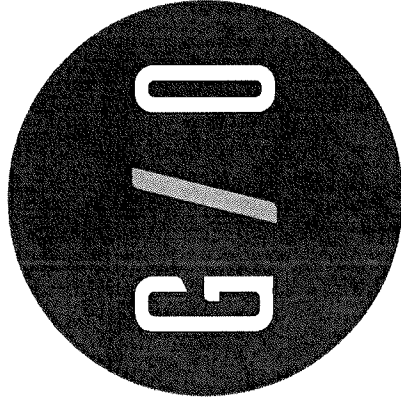
CONFIDENTIAL / PROPRIETARY INFORMATION

Client	Total	Paid Giovatto	Balance
TOHIDA	\$15,000	\$5,000	\$10,000
TOHLDC	\$10,000	\$5,000	\$5,000
TOTAL			\$15,000

*Website revisions & corrections as well as additions etc... along with hosting, & maintenance will be estimated on an as needed basis and will be billed at- Time and Material Only.

NEXT STEPS

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NEXT STEPS

To proceed with this project, TOHIDA & TOHLDC is required take the following steps:

- Accept and approve the proposal via electronic signature at Acceptance below. Alternatively, you may also contact Giovatto/Boomtown Internet Group to discuss desired changes to this proposal.
- Please note that after the proposal is Accepted, changes to the scope of the project can be made at any time but additional charges may apply.
- Submit an initial down payment of 50% of the total project fee.
- Once these steps have been completed, Giovatto/Boomtown will begin the project with an introduction of all relevant parties and will begin the website project.

THANK YOU!

STEVEN EHRlich

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Ideas that spark action.

GIOVATTO²⁰

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