

NOTIFICATION OF MEETING

DOWNTOWN DEVELOPMENT AUTHORITY

The Village of Lexington Downtown Development Authority will be holding their regular monthly meeting in person at the Village Hall – 7227 Huron Ave., Lexington, MI.

DATE OF MEETING: Wednesday, July 14, 2021

TIME OF MEETING: 5:30 PM

MISSION STATEMENT

To take the Village of Lexington's history into the future through preservation, restoration and promotion.

AGENDA

CALL TO ORDER

ROLL CALL: Adams, Bender, Bales, Kaatz, P. Stencel, Yankee, Blaesing, VanDyke, Westbrook, Drouillard

APPROVAL OF AGENDA

APPROVAL OF MINUTES – June 9, 2021

PUBLIC COMMENT –

REVIEW OF FINANCIAL INFORMATION

UNFINISHED BUSINESS:

1. Carmine from CIB Planning - Update
2. Speaker System - Update
3. Cadillac Façade Grant – Update
4. Croswell Greenhouse Invoice - Update
5. Upcoming Projects

NEW BUSINESS:

1. Snow Flake Decorations
2. New Website
3. Review/Update DDA Bylaws
- 4.

CORRESPONDENCE – Thank You Letter

PUBLIC COMMENT

ADJOURNMENT

DRAFT

**VILLAGE OF LEXINGTON
DOWNTOWN DEVELOPMENT AUTHORITY REGULAR MEETING
Village Hall 7227 Huron Avenue, Lexington, Michigan 48450
June 9, 2021**

CALL TO ORDER: Chairman Kerri Yankee called the meeting to order at 5:30 p.m.
ROLL CALL: by Beth Grohman, Village Clerk
PRESENT: Blaesing, Kaatz, Yankee, Westbook, Adams, Drouillard, VanDyke, Bales.
ABSENT: Bender, Stencil
OTHERS: Tatman, McCoy

APPROVAL OF AGENDA: Motion by Kaatz, seconded by Blaesing to approve the agenda as presented.

All ayes

Motion carried

APPROVAL OF MINUTES – Motion by Blaesing, seconded by Adams, to approve the minutes of May 12, 2021 as presented.

All ayes

Motion carried

Bender joined meeting at 5:33 p.m.

PUBLIC COMMENT: None offered

FINANCIAL REPORT: Motion by VanDyke, seconded by Bales to approve the financial reports as presented.

Roll Call

Ayes- VanDyke, Bales, Blaesing, Bender, Kaatz, Westbrook, Adams, Drouillard, Yankee

Nays- None

Motion Carried

UNFINISHED BUSINESS:

1. **Speaker System Discussion** - Tatman gave a brief recap on the year it was purchased and current status, Currently system is off. KLA is watching the system remotely. Tatman was informed it was working but no music is playing. KLA made a site visit, and found there is a gap, showing remotely that they speakers are working, but no sound coming from the system, nine of the eleven speakers are not working. Possible problem may be a transmitter. Discussion whether to spend more money to fix the issues. Motion by VanDyke, seconded by Bender, to form a subcommittee to address the issues for the next 30 days and provide a report.
Discussion – May be able to find another service to provide music. Do the businesses want the music, some complaints have been made.
Huge investment in this infrastructure that does not work and no one liable to take care of it other than DDA and draining money. Need to make a decision on how to fix the issues. VanDyke amends the motion to appoint Drouillard as chair for the subcommittee and

DRAFT

meeting over the next 30-60 days. Bender supports the amendment.

Westbrook offers to sit on the committee.

All ayes

Motion carried

NEW BUSINESS:

1. **LBA Request** - Beth Ryan, VP of LBA - Army Corp of Engineers increased costs for the five year agreement to use the wall for the fire works. 2016 it was \$450 for five years, increased to \$3450. Tatman spoke with ACOE and they agreed to reduce the cost to \$2300. Ryan stated other avenues were looked at such as the north beach, not enough room and a barge, but it was more expensive. LBA requesting funds from the DDA to help pay for the renewal . LBA still owes \$5000 for fireworks. Motion by VanDyke, seconded by Blaesing, to donate \$5000 to the LBA to assist with the fireworks and renewal.
Roll Call
Ayes- VanDyke, Blaesing, Bender, Adams, Westbrook, Kaatz, Bales, Drouillard, Yankee
Nays- None
Motion carried
2. **DDA Budget (2021-2022 Draft & Amendments)** Review of the amendments presented.
 - A. Motion by VanDyke, seconded by Drouillard, to approve the 2020-21 Budget Amendments as presented.
Roll Call
Ayes- VanDyke, Drouillard, Blaesing, Adams, Bender, Westbrook, Kaatz, Bales, Yankee
Nays- None
Motion carried
 - B. 2021-2022 Budget – Reviewed and discussed proposed budget. Motion by Adams, seconded by Bales, to approve the 2021-2022 Budget.
Roll Call
Ayes- Adams, Bales, Bender, VanDyke, Blaesing, Westbrook, Kaatz, Yankee, Drouillard.
Motion carried
3. **Projects for Upcoming Year** – Landscaping, empty grates in the sidewalks, more trash cans east and west on Main Street. Establish a wish list for next years budget.

Public Comment

Beth Ryan – Speakers in front of apartment some times running all night and too loud, sometimes no music at all.

Mike Ziegler – Suggested taking a poll of the business owners, see what they want. Speakers could be used for events , just cut out the music

Kathy DeCoster – Comments on the boundary lines

Peter Muoio- Comments on the website and information stations

Tatman- Third Level of RRC certification, and updating by laws, training.

DRAFT

CORRESPONDENCE: None

ADJOURNMENT: Motion by Bender, seconded by VanDyke to adjourn the meeting at 6:36 p.m.

All ayes

Motion carried

Respectfully Submitted

Beth Grohman, Village Clerk

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

| GL Number | Description | Balance |
|---|-----------------------|-------------------|
| *** Assets *** | | |
| 248-000-002.000 | EASTERN MICHIGAN BANK | 218,725.77 |
| 248-000-040.000 | ACCOUNTS RECEIVABLE | 120.00 |
| 248-000-084.830 | DUE FROM LEX TOWNSHIP | 0.00 |
| Total Assets | | 218,845.77 |
| *** Liabilities *** | | |
| 248-000-202.000 | ACCOUNTS PAYABLE | 0.00 |
| Total Liabilities | | 0.00 |
| *** Fund Balance *** | | |
| 248-000-390.000 | FUND BALANCE ACCOUNT | 133,603.12 |
| Total Fund Balance | | 133,603.12 |
| Beginning Fund Balance | | 133,603.12 |
| Net of Revenues VS Expenditures | | 85,242.65 |
| Fund Balance Adjustments | | 0.00 |
| Ending Fund Balance | | 218,845.77 |
| Total Liabilities And Fund Balance | | 218,845.77 |

PERIOD ENDING 06/30/2021

| GL NUMBER | DESCRIPTION | 2020-21 | | YTD BALANCE | | ACTIVITY FOR | AVAILABLE | | % BDGT | |
|--|---------------------------------|----------------|-------------------|-------------|-------------------|--------------|-----------|---------------------|--------|---------|
| | | AMENDED BUDGET | NORMAL (ABNORMAL) | 06/30/2021 | NORMAL (ABNORMAL) | | MONTH | INCREASE (DECREASE) | | BALANCE |
| Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY | | | | | | | | | | |
| Revenues | | | | | | | | | | |
| Dept 000 | | | | | | | | | | |
| 248-000-401.500 | DDA TAXES FROM VILLAGE | 74,760.00 | | 74,759.15 | | 0.00 | | 0.85 | 100.00 | |
| 248-000-401.600 | DDA TAXES FROM TOWNSHIP | 84,461.00 | | 84,461.21 | | 0.00 | | (0.21) | 100.00 | |
| 248-000-665.000 | INTEREST EARNED | 0.00 | | 0.00 | | 0.00 | | 0.00 | 0.00 | |
| 248-000-671.500 | MISC ACCT OF REVENUE | 0.00 | | 0.00 | | 0.00 | | 0.00 | 0.00 | |
| 248-000-699.248 | TRANSFER IN OPEN ACCOUNT | 0.00 | | 0.00 | | 0.00 | | 0.00 | 0.00 | |
| Total Dept 000 | | 159,221.00 | | 159,220.36 | | 0.00 | | 0.64 | 100.00 | |
| Dept 248 - ****DDA EXPENSES**** | | | | | | | | | | |
| 248-248-667.500 | INTERNET REVENUE | 1,440.00 | | 1,320.00 | | 0.00 | | 120.00 | 91.67 | |
| Total Dept 248 - ****DDA EXPENSES**** | | 1,440.00 | | 1,320.00 | | 0.00 | | 120.00 | 91.67 | |
| TOTAL REVENUES | | 160,661.00 | | 160,540.36 | | 0.00 | | 120.64 | 99.92 | |
| Expenditures | | | | | | | | | | |
| Dept 248 - ****DDA EXPENSES**** | | | | | | | | | | |
| 248-248-699.940 | ADMINISTRATIVE REIMBURSEMENT | 3,564.80 | | 3,565.21 | | (1,322.42) | | (0.41) | 100.01 | |
| 248-248-728.000 | COMPUTER-HARDWARE-SOFTWARE | 2,130.00 | | 2,130.00 | | 0.00 | | 0.00 | 100.00 | |
| 248-248-740.000 | SUPPLIES | 100.00 | | 43.87 | | 0.00 | | 56.13 | 43.87 | |
| 248-248-745.000 | CHRISTMAS SUPPLY | 9,648.00 | | 9,647.25 | | 0.00 | | 0.75 | 99.99 | |
| 248-248-803.000 | PHONE/INTERNET EXPENSE | 10,000.00 | | 10,000.00 | | 1,250.00 | | 0.00 | 100.00 | |
| 248-248-803.100 | MUSIC | 0.00 | | 0.00 | | 0.00 | | 0.00 | 0.00 | |
| 248-248-805.000 | ADVERT/PUBLICATIONS | 0.00 | | 0.00 | | 0.00 | | 0.00 | 0.00 | |
| 248-248-810.000 | MEMBERSHIP/DUES | 0.00 | | 0.00 | | 0.00 | | 0.00 | 0.00 | |
| 248-248-811.000 | LEGAL | 100.00 | | 75.00 | | 0.00 | | 25.00 | 75.00 | |
| 248-248-815.000 | AUDIT | 0.00 | | 0.00 | | 0.00 | | 0.00 | 0.00 | |
| 248-248-820.000 | CONTRACTED SERVICES | 1,100.00 | | 1,098.39 | | 162.50 | | 1.61 | 99.85 | |
| 248-248-821.100 | DDA SERVICE PROVIDED BY VILLAGE | 20,000.00 | | 20,000.00 | | 0.00 | | 0.00 | 100.00 | |
| 248-248-840.000 | LANDSCAPING MAINTENANCE | 2,000.00 | | 0.00 | | 0.00 | | 2,000.00 | 0.00 | |
| 248-248-955.000 | DDA GRANT | 23,738.00 | | 23,737.99 | | 23,737.99 | | 0.01 | 100.00 | |
| 248-248-969.000 | MISCELLANEOUS | 0.00 | | 0.00 | | 0.00 | | 0.00 | 0.00 | |
| 248-248-969.200 | DONATION | 5,000.00 | | 5,000.00 | | 5,000.00 | | 0.00 | 100.00 | |
| 248-248-971.000 | CAPITAL OUTLAY | 0.00 | | 0.00 | | 0.00 | | 0.00 | 0.00 | |
| Total Dept 248 - ****DDA EXPENSES**** | | 77,380.80 | | 75,297.71 | | 28,828.07 | | 2,083.09 | 97.31 | |
| TOTAL EXPENDITURES | | 77,380.80 | | 75,297.71 | | 28,828.07 | | 2,083.09 | 97.31 | |
| Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY: | | | | | | | | | | |
| TOTAL REVENUES | | 160,661.00 | | 160,540.36 | | 0.00 | | 120.64 | 99.92 | |
| TOTAL EXPENDITURES | | 77,380.80 | | 75,297.71 | | 28,828.07 | | 2,083.09 | 97.31 | |
| NET OF REVENUES & EXPENDITURES | | 83,280.20 | | 85,242.65 | | (28,828.07) | | (1,962.45) | 102.36 | |

| Date | JNL | Type | Description | Reference # | Debits | Credits | Balance |
|---|-----|------|---|-------------------|--------------|----------|-----------|
| Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY | | | | | | | |
| 06/01/2021 | | | 248-248-699.940 ADMINISTRATIVE REIMBURSEMENT | | BEG. BALANCE | | 4,887.63 |
| 06/15/2021 | GJ | JE | TRUE UP ADMIN 2021 | 2110 | | 1,316.42 | 3,571.21 |
| 06/23/2021 | GJ | JE | TRUE UP B4 YE 2021 | 2114 | | 6.00 | 3,565.21 |
| 06/30/2021 | | | 248-248-699.940 | END BALANCE | 0.00 | 1,322.42 | 3,565.21 |
| 06/01/2021 | | | 248-248-728.000 COMPUTER-HARDWARE-SOFTWARE | | BEG. BALANCE | | 2,130.00 |
| 06/30/2021 | | | 248-248-728.000 | END BALANCE | 0.00 | 0.00 | 2,130.00 |
| 06/01/2021 | | | 248-248-740.000 SUPPLIES | | BEG. BALANCE | | 43.87 |
| 06/30/2021 | | | 248-248-740.000 | END BALANCE | 0.00 | 0.00 | 43.87 |
| 06/01/2021 | | | 248-248-745.000 CHRISTMAS SUPPLY | | BEG. BALANCE | | 9,647.25 |
| 06/30/2021 | | | 248-248-745.000 | END BALANCE | 0.00 | 0.00 | 9,647.25 |
| 06/01/2021 | | | 248-248-803.000 PHONE/INTERNET EXPENSE | | BEG. BALANCE | | 8,750.00 |
| 06/17/2021 | AP | INV | DDA INTERNET | 10020174-8 DDA | 1,250.00 | | 10,000.00 |
| 06/30/2021 | | | 248-248-803.000 | END BALANCE | 1,250.00 | 0.00 | 10,000.00 |
| 06/01/2021 | | | 248-248-811.000 LEGAL | | BEG. BALANCE | | 75.00 |
| 06/30/2021 | | | 248-248-811.000 | END BALANCE | 0.00 | 0.00 | 75.00 |
| 06/01/2021 | | | 248-248-820.000 CONTRACTED SERVICES | | BEG. BALANCE | | 935.89 |
| 06/09/2021 | AP | INV | USE OF THEATRE FOR DDA AND ZONING ME | 9 | 112.50 | | 1,048.39 |
| 06/17/2021 | AP | INV | DDA MTG 6/9/21 | DDA MTG 6/9/21 | 50.00 | | 1,098.39 |
| 06/30/2021 | | | 248-248-820.000 | END BALANCE | 162.50 | 0.00 | 1,098.39 |
| 06/01/2021 | | | 248-248-821.100 DDA SERVICE PROVIDED BY VILLAG | | BEG. BALANCE | | 20,000.00 |
| 06/30/2021 | | | 248-248-821.100 | END BALANCE | 0.00 | 0.00 | 20,000.00 |
| 06/01/2021 | | | 248-248-955.000 DDA GRANT | | BEG. BALANCE | | 0.00 |
| 06/09/2021 | AP | INV | DDA GRANT FURNITURE 2020-2021 | DDA GRANT | 8,800.00 | | 8,800.00 |
| 06/09/2021 | AP | INV | DDA GRANT FREEZER REPAIRS ROOF PAINT | DDA GRANT | 8,100.00 | | 16,900.00 |
| 06/09/2021 | AP | INV | DDA GRANT 2020-2021 | DDA GRANT 2020-20 | 1,127.99 | | 18,027.99 |
| 06/09/2021 | AP | INV | DDA GRANT 2020-2021 INVENTORY | DDA GRANT | 2,000.00 | | 20,027.99 |
| 06/17/2021 | AP | INV | DDA GRANT 2021 | DDA GRANT 2021 | 3,710.00 | | 23,737.99 |
| 06/30/2021 | | | 248-248-955.000 | END BALANCE | 23,737.99 | 0.00 | 23,737.99 |
| 06/01/2021 | | | 248-248-969.200 DONATION | | BEG. BALANCE | | 0.00 |
| 06/17/2021 | AP | INV | FIREWORKS 5 YEARS FOR PIER 2021-2026 | 2021 -2026 FIREWO | 1,900.00 | | 1,900.00 |
| 06/17/2021 | AP | INV | DONATION FROM DDA 2021 | DONATION FRM DDA | 3,100.00 | | 5,000.00 |
| 06/30/2021 | | | 248-248-969.200 | END BALANCE | 5,000.00 | 0.00 | 5,000.00 |
| TOTAL FOR FUND 248 DOWNTOWN DEVELOPMENT AUTHORITY | | | | | 30,150.49 | 1,322.42 | 75,297.71 |

Vicki Donnan

From: doug@shrinedev.com
Sent: Tuesday, July 6, 2021 7:20 AM
To: 'Larry Adams'
Cc: 'Brian Blaesing'; 'Collin Westbrook'; 'Holly Tatman'; 'Jackie'; 'James Van Dyke'; 'Kathleen Parraghi'; 'Keri Yankee'; 'PEGGY STENCEL'; 'Stacie Bales'; 'Vicki Donnan'; 'edjarosz317'; 'michael bender'; 'Kristen Kaatz'; treasurer@villageoflexington.com
Subject: Lexington DDA - Speaker System - 7/6 Update

All,

Keri and I had good conversations with the business owners on Huron and Main street. The feedback on the speaker system was surprisingly positive. I would say about 75% of the feedback was positive about turning on the speaker system to some degree. There are certainly hesitations on turning it back on. Keri and I can share more feedback at our next meeting.

Larry – Thanks again for the diagram. Would you have some time to meet up on Thursday of this week or Monday of next week and go speaker to speaker and see if they work? It is a 2 person job as I may have to run back to village hall to adjust the settings on the speakers. If you could email me on separate email thread about this it would be appreciated!

The status of the individual speakers is the last piece of data required to have a good conversation at the next DDA meeting on how to proceed.

My initial thought is that from July 15th to August 1st or so we run a limited test where we have the speakers on from 10 AM ET to 2 PM ET. During this test we would have a volunteer squad who can do a survey of the speakers during those times to check on their performance. We also need to come up with a plan to make it know to the public on how the provide feedback about the speaker system, and then a plan for how we handle feedback that comes in.

Thank you.

-Doug

From: Kristen Kaatz <kristenkaatz@att.net>
Sent: Thursday, June 24, 2021 3:49 PM
To: Larry Adams <trusteadams@gmail.com>
Cc: Douglas Drouillard <doug@shrinedev.com>; Brian Blaesing <brian.blaesing@sbcglobal.net>; Collin Westbrook <collin@lexingtonvillagetheatre.com>; Holly Tatman <htatmanvillagemgr@gmail.com>; Jackie <streisand5@aol.com>; James Van Dyke <jvandyke@roxburygroup.com>; Kathleen Parraghi <trusteeparraghi@gmail.com>; Keri Yankee <kyankee@croslex.org>; PEGGY STENCEL <pstencil@comcast.net>; Stacie Bales <SBales@emb.bank>; Vicki Donnan <adminassistant@villageoflexington.com>; edjarosz317 <edjarosz317@gmail.com>; michael bender <mbenderdpw@outlook.com>; treasurer@villageoflexington.com
Subject: Re: Lexington DDA - Speaker System - 6/18 Update

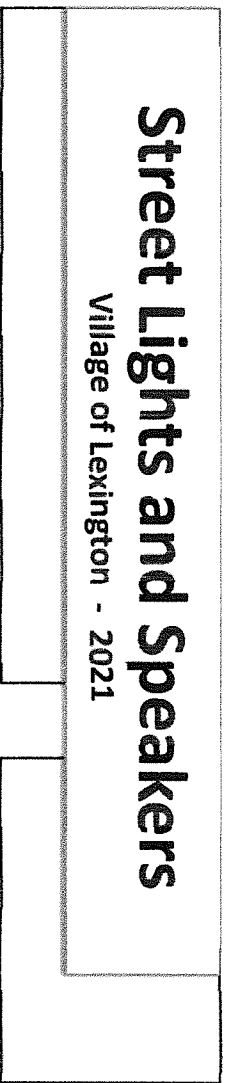
Great job!! Thank you all for the investigation and diligence!

Sent from my iPhone

On Jun 24, 2021, at 10:40 AM, Larry Adams <trusteadams@gmail.com> wrote:

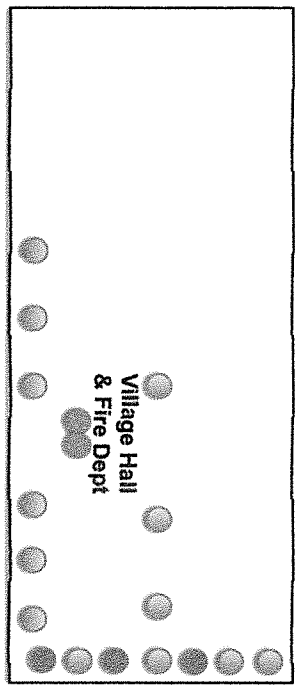
Street Lights and Speakers

Village of Lexington - 2021



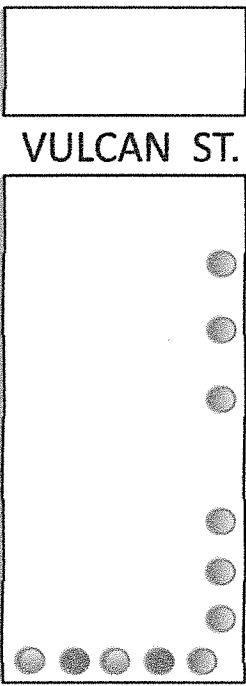
SIMON ST.

WASHINGTON ST.

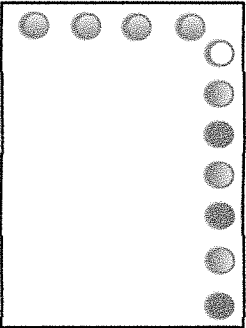


Village Hall
& Fire Dept

MAIN ST.

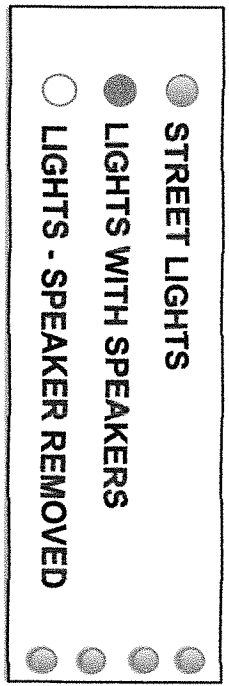


VULCAN ST.



HURON AVE.

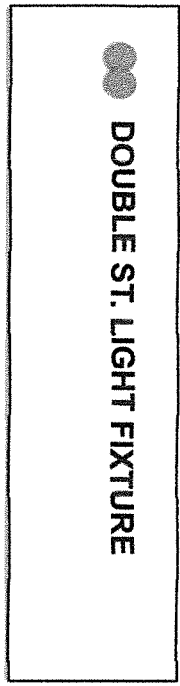
BOYNTON ST.



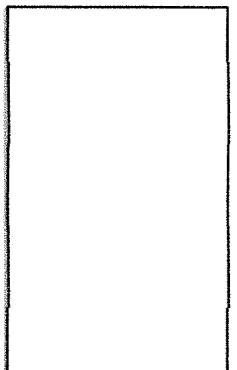
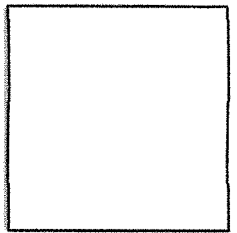
STREET LIGHTS

LIGHTS WITH SPEAKERS

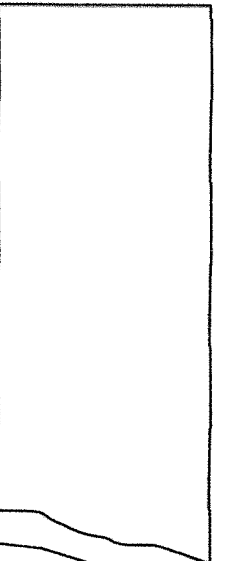
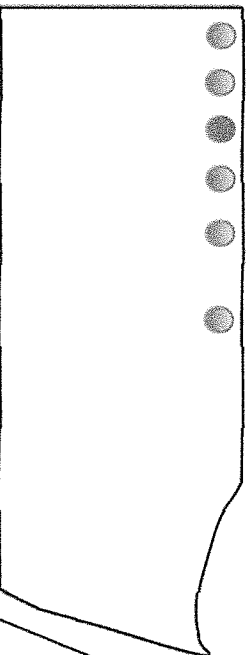
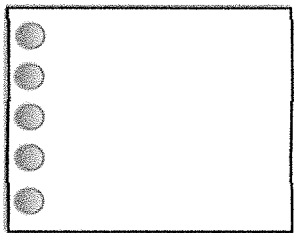
LIGHTS - SPEAKER REMOVED



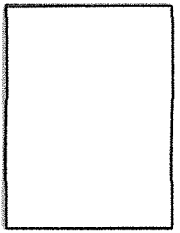
DOUBLE ST. LIGHT FIXTURE



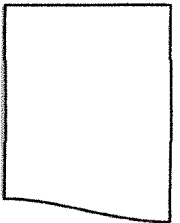
DALLAS ST.



LAKE ST.



D BLUFF



Carriage House facade grant

2 messages

Callan VanHemert <cvanhemert@roxburygroup.com>
To: Holly Tatman <htatmanvillagemgr@gmail.com>
Cc: Stacy Fox <sfox@roxburygroup.com>

Wed, Jun 30, 2021 at 10:44 AM

Hi Holly,

Thanks again for coming last Thursday and all your help along the way. I wanted to follow up on how to receive the facade grant now that we've achieved project completion. Let me know what you need from us to get the ball rolling – thanks!

Best,

Callan Fox VanHemert, CPA

248.444.2880

The Roxbury Group | 1117 Griswold – Suite 1416 | Detroit, Michigan 48226

Holly Tatman <htatmanvillagemgr@gmail.com>
To: Callan VanHemert <cvanhemert@roxburygroup.com>
Cc: Stacy Fox <sfox@roxburygroup.com>

Tue, Jul 6, 2021 at 11:57 AM

Thank you for reaching out. I will put the request back on the DDA agenda for this month's meeting. The meeting is the 14th so I will follow up after that.

[Quoted text hidden]

--

Holly Tatman
Village Manager
Village of Lexington
810-359-8631
810-488-1157 c
htatmanvillagemgr@gmail.com

1-8-2020

MOTION by Kaatz, seconded by Bender to pursue the option with KLA to look at the monitoring for \$39.00 per month for the purposes of getting a specific contracted service and detailed inclusions.

All Ayes

Motion carried

Board members ask for follow up next month.

2. **DDA Assistant Update** – Kaatz explains our DDA attorney was extremely helpful with this issue. He went above and beyond with the information I asked for. Board members discuss the options from the attorney hand out (part time employee vs. independent contractor). Board members discuss director vs. assistant. Lengthy discussion follows on hiring an assistant.

MOTION by Kaatz, seconded by VanDyke to send to council to entertain the idea of partially funding an assistant to the manager for the purposes of addressing cross over tasks (DDA, grant writing, etc.).

Ayes – Kaatz, VanDyke, Parraghi, Yankee, Bender, Picot

Nays – None

Motion carried

3. **Façade Grant – Matthew McDonald (5520 Main St.)**– Yankee notes she visited McDonald and explained the information that was lacking with the application and how the DDA would like a complete rendering. McDonald indicated he was not willing to put out the funds for an engineer rendering without knowing if he would get the façade grant. Discussion follows.

MOTION by Bender, seconded by Yankee to deny the façade grant for Matt McDonald on him not responding to our request.

Roll call

Ayes – Bender, Yankee, Parraghi, VanDyke, Kaatz, Picot

Nays – None

Motion carried

Kaatz asks Scott to send a letter to Mr. McDonald.

Picot asks to put on next months agenda forming a committee for Façade Grants.

4. **Cadillac House Expansion Façade Grant** – VanDyke explains he would like to recuse himself from this discussion & vote due to the fact he works with the owner of the Cadillac House on other projects. Yankee explains we tabled this item until we knew how much we had in our budget for façade grants. Yankee explains we now know we have \$17, 500.00 left in our budget for façade grants. Kaatz clarifies this is a separate property from the Cadillac House Restaurant.

MOTION by Kaatz, seconded by Picot to approve a \$10,000.00 façade grant to the Cadillac House Expansion new facility.

Roll call

Ayes – Kaatz, Picot, Bender, Parraghi, Yankee

Recuse – VanDyke

Nays – None

Motion carried

5. **Annual DDA Report to Treasury Update** – Picot explains we needed to get this in by the end of the year. I made a phone call to Treasury to learn we have a 60-day grace period. We will be receiving a letter indicating this. Kaatz explains we may need to call a special meeting to approve this letter before sending it into Treasury. Picot will sit down with Shelly McCoy and work on this letter as we will need information from the accessor.



CROSWELL GREENHOUSE

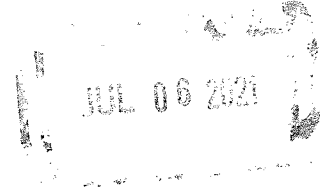
180 Davis St.
Croswell, MI 48422
810-679-3298

Statement

| |
|-----------|
| Date |
| 6/29/2021 |

To:

Village Of Lexington
7227 Huron Ave. Suite 200
DDA Lexington
Lexington, MI 48450



| | |
|------------|-------------|
| Amount Due | Amount Enc. |
| \$5,200.00 | |

| Date | Transaction | Amount |
|------------|---|----------|
| 06/01/2021 | INV #500. Due 06/01/2021. Orig. Amount \$4,980.00. --- Plants \$2,960.00 --- Plants \$1,920.00 --- Misc. \$100.00 --- Tax: Michigan @ 6.0% = 0.00 | 4,980.00 |
| 06/01/2021 | INV #501. Due 06/01/2021. Orig. Amount \$100.00. --- Plants \$100.00 --- Tax: Michigan @ 6.0% = 0.00 | 100.00 |
| 06/01/2021 | INV #502. Due 06/01/2021. Orig. Amount \$60.00. --- Fertilizer \$60.00 --- Tax: Michigan @ 6.0% = 0.00 | 60.00 |
| 06/21/2021 | INV #597. Due 06/21/2021. Orig. Amount \$60.00. Per B, Macklem --- Fertilizer \$60.00 --- Tax: Michigan @ 6.0% = 0.00 | 60.00 |

| |
|------------|
| Amount Due |
| \$5,200.00 |

Christmas decor

Chris Brown <cbrown@pentwatervillage.org>
To: Holly Tatman <htatmanvillagemgr@gmail.com>

Wed, Jun 23, 2021 at 8:36 AM

We have 30 of these snowflakes, they are LED, only used three years, we have all the mounting brackets for light posts.
Our DDA is asking \$3,000 for the whole lot.

Chris Brown

Christopher Brown, Village Manager

Village of Pentwater

P.O. Box 622

65 S. Hancock St.

Pentwater, MI 49449

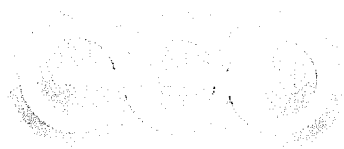
P- 231-869-8301

F-231-869-5120

[Quoted text hidden]



snoflake.jpeg
171K



Proposal for:

Wetland Assessment

THE 100

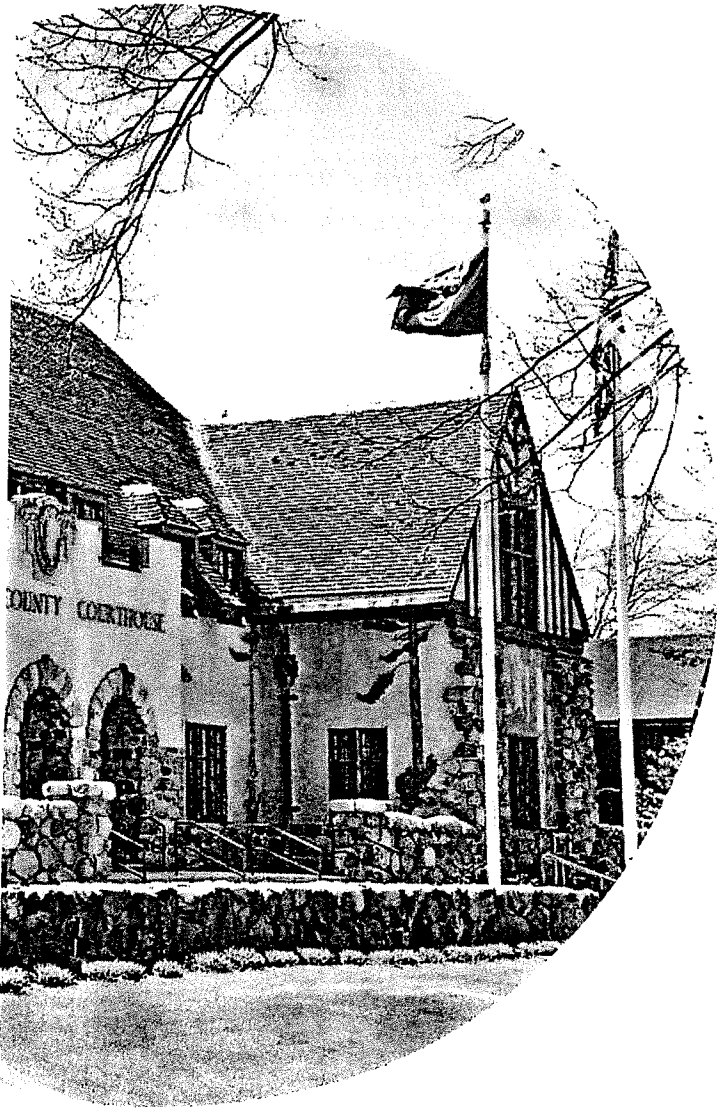
YOU'VE WORKED HARD TO GET YOUR BUSINESS WHERE IT IS TODAY. IT'S A COMPETITIVE MARKETPLACE AND THIS IS NO TIME TO BE SURE YOUR BRAND NEEDS TO BE SCRUTINIZED, GROUND AND ELEVATED SO IT CUTS THROUGH A CLUTTERED WORLD OF WANNABES.

WE'VE GOT YOU COVERED WITH
A STRATEGY THAT WORKS
FOR YOU.

100% CUSTOMER SERVICE

TABLE OF CONTENTS

| | |
|------------------------------------|-------|
| COMPANY OVERVIEW | 4 |
| OUR TEAM | 4 |
| KEY PERSONNEL & POINTS OF CONTACT | 5 |
| PAUL CHRISTY | 6 |
| MAT GARGANO | 7 |
| JANICE FAUCHER | 8 |
| JANET MUIR | 9 |
| MARY GASIOR | 10 |
| CASE STUDIES | 11-13 |
| PROJECT OVERVIEW | 14 |
| PROJECT SUMMARY | 15 |
| SCOPE OF WORK | 16-20 |
| PROCESS OVERVIEW | 21 |
| PROJECT SCOPE | 22 |
| CONSULT | 22 |
| CREATE | 23 |
| CONNECT | 24 |
| COVER | 25 |
| TIMELINE & MILESTONES | 26 |
| COST | 26 |
| FINAL SUMMARY | 27 |
| WEBSITE HOSTING & FULL MAINTENANCE | 28 |
| HOSTING SERVICE LEVEL AGREEMENT | 29 |
| CONCLUSION | 30 |
| TECHNICAL Q&A | 31-37 |
| GENERAL Q&A | 38-39 |
| PROJECT POLICIES/LEGAL | 40-48 |



COMPANY OVERVIEW

EGO opened up shop in Birmingham, MI in 2014 after over 15 years in the design and development of websites and web applications to serve a growing need: websites that work for you and protect what's most important; your brand.

Central to our process is the belief that websites should tell your story with an impetus on being gorgeous, simplistic, user-friendly, and easy to manage and update. We specialize in the development of the WordPress content management system and do all

of our development in-house. We do not use canned themes for our clients — our process is defined by developing a custom website and a custom solution to getting you noticed on the web and eyeballs on your website.

Empowerment is a key tenet of our process. We do not believe in locking clients into long term contracts and playing the gatekeeper to your web properties — we make managing your website both quick and easy.

OUR TEAM



Paul Christy

Strategy, Founder & CEO

paul.christy@egomedia.com



Mat Gargano

Lead Developer

mat.gargano@egomedia.com



Janice Faucher

Creative Director

janice.faucher@egomedia.com



Janet Muir

Copywriter

janet.muir@egomedia.com



Mary Gasior

Strategy, AdWords, Social

mary.gasior@egomedia.com

KEY PERSONNEL & POINTS OF CONTACT

During our process you will interact with your project manager and then one of our key personnel within their specific department. Your project manager is available via 24/7. You will interact day-to-day with the following people:

Paul Christy - Project Manger

Office: (248) 792-8133

Cell/Text: (248) 797-4646

Email: paul.christy@egodetroit.com

Once the project begins, your project lead will be your main point of contact. Through our processes they will introduce you to our internal personnel as their role becomes more involved. We will be engaging all of our staff to help assist this project.

STEP 1: DISCOVER

Paul Christy
Janet Muir
Janice Faucher
Mat Gargano

STEP 2: CREATE

Paul Christy
Janet Muir
Janice Faucher
Mat Gargano
Mary Gasior

STEP 3: CONNECT

Paul Christy
Mat Gargano
Mary Gasior

STEP 4: COVER

Paul Christy
Mat Gargano
Mary Gasior



PAUL CHRISTY

Paul is a seasoned freelance programmer who has built his career developing websites and web technology since 1997. After graduating high school in early 2000s, Paul started his first web design company, Element 9 Design. As business grew, Paul realized that he needed more knowledge in design and marketing than just programming. Paul attended College for Creative Studies in Detroit, MI specializing in Advertisement and Graphic Design.

In 2014, Paul found EGO, a creative media solution and

marketing company. As the company grew, so did the services. Adding everything from Print Marketing to Video production, EGO quickly became the one-stop shop for all your marketing needs.

Today, Paul and team have grown the company year-over-year and have helped every one from large corporations, celebrities, international companies to mom and pop shops and local non-profit organizations.

A short selection of his pedigree includes managing and building out websites for:

Ann Taylor Loft
DTE Energy
Daimler Chrysler Financial
Ford Direct



MAT SALGANO

In the mid-1980s, Mat began learning Atari BASIC, and by the mid-to-late 1990s, he was staying on the cutting edge of web development. Until this day, he never stopped feeding his passion.

After graduating from Binghamton University with both a Bachelor's of Science degree in Management Information Systems and MBA, he began developing websites while working at different agencies. Before long, he was managing teams of developers and large projects at leading global web agencies.

In 2017, the veteran web leader joined EGO to provide a different approach to web design, content creation,

SEO, online marketing, and application development. Mat serves as EGO's chief technologist and lead developer while leading EGO and its clients to joint success.

In 2018 Mat was tapped by the City of New York's prestigious NYC Tech-in-Residence Corps as an adjunct professor for the City University of New York. The NYC Tech-in-Residence Corps is meant to bring students the in-demand skills and project experience they need to launch careers in technology. Mat currently teaches Introduction to Web Development and the Internet at the College of Staten Island.

A short selection of his pedigree includes managing and building out websites for:

Bloomberg L.P.
Campbell Soup Company
American Eagle Outfitters
Big Ten Network
Carrabba's Italian Grill.



JANICE E. FAUCHER

Janice is our Graphic Designer and Art Director. She is a marketing expert who has over ten years of experience leading comprehensive marketing communications campaigns, developing creative visions and themes, and managing highly efficient teams to ensure top-flight client service. She has exceptional collaborative and interpersonal skills; excels in communicating directly with clients to assess goals and determine design requirements.

Amongst her many other talents, Janice is a talented interactive designer who creates website designs that consistently surpass expectations while engaging audiences with rich experiences. Her goal is to

create brands and website designs that capture an organization's distinct culture and character, tell a story, and achieve the client's online communications goals. She also works with clients on a variety of other projects including advertising, e-12 communication, and multimedia and video.

Her experience over the last 10+ years spans the work of non-profit, financial, and beverage and entertainment. Her expertise include logo design and branding, web design, package design and all print materials.

She received her Bachelor's Degree from Saginaw Valley State University. Janice is a solution oriented creative thinker with a passion for creating visual harmony.

A short selection of her pedigree includes designing for:

United Shore Mortgage
Coca-Cola



JANET MUR

Janet has been a copywriter for more than 30 years, working for top advertising agencies including Ross Roy, BBDO, Campbell-Ewald and MRM. She's held positions as senior copywriter, associate creative director and vice president helping create award-winning B2B and B2C work for brands such as Mercedes-Benz Financial Services, The Coca-Cola Company, USAA Financial Services, United Wholesale

Mortgage and other Fortune 500 companies.

Janet and Paul have worked together since early 2000 on multiple freelance jobs. In 2015, they finally joined forces.

Janet earned her Bachelor of Arts from Michigan State University.

A short selection of her pedigree includes creative work for:

The Coca-Cola Company
USAA Financial Service
Mercedes-Benz Financial Services
Red Robin
United Shore Mortgage



MARY GASIOR

Mary is our Director of Social Media and Marketing Strategist. She has worked specifically with college athletic departments including men's basketball, rowing, and volleyball programs, while helping lead the department's social media strategy. Gasior came to EGO after a year and a half stint at United Shore as Digital Marketing Coordinator from July 2018 to December 2019. There she launched two brands through social media and increased fan reach over 1,200 percent in the first year. She also previously

served as the Assistant Director of Marketing and Communications at Central Michigan University Athletics, from 2016-18. There she worked with the Chippewas' volleyball, women's basketball, and softball teams, while overseeing 29 of CMU's social media accounts. A native of Bellaire, Mich., Gasior graduated from Central Michigan with a public relations degree in 2015. She received her master's in communications from WSU in 2017.

A short selection of her pedigree includes managing and strategy for:

Eastern Michigan University
United Shore Mortgage

CASE STUDY

Birmingham Country Club

Representative: Michelle Emerson

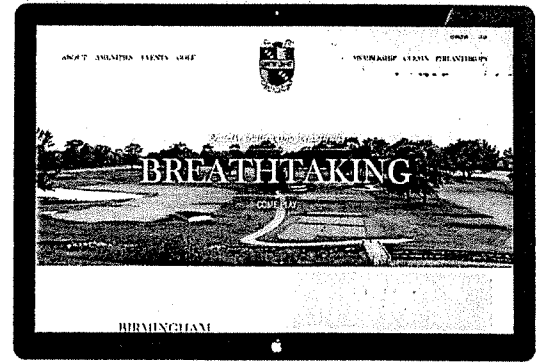
Phone: (248) 220-5175

Address: 1750 Saxon Dr., Birmingham, MI 48009

website: www.bhamcc.com

Timeline: 180 days

Est. Cost: \$193,000



OVERVIEW

Birmingham Country Club is a premier, full-service family club, rich in history, which features a scenic 18-hole championship golf course, racquet and paddle courts, a competition-sized pool, fitness facilities, fine and casual dining, and so much more. The club recently went through an \$8 million dollar renovation for their centennial and wanting to update their website to support their overall brand.

CHALLENGE

Though being one of the best country clubs, their website lacked persona and member involvement. They were looking to add mobility, cleanliness, and easier management system to update their membership and build an overall marketing platform that allowed their members to manage everything online.

SOLUTION

We took a software-first approach and add Event, Dining, and recently pool reservation with a waitlist and lottery system. We are adding text messaging event/reservation confirmation this winter. The membership directory acts more like Facebook where members can add friends, post updates, and share images. We added a more user-friendly design with member settings that allow hiding of unnecessary categories, and a custom email marketing program that allowed specific groups, reservations, times, events, and committees to be addressed personally. EGO was the full-service digital marketing service provider that could step in and assume control of everything from the mundane to essential website responsibilities such as maintenance, updates, tracking, UX/UI, and lead generation.

CASE STUDY

MiStar Communications

Representative: Paul Wilde

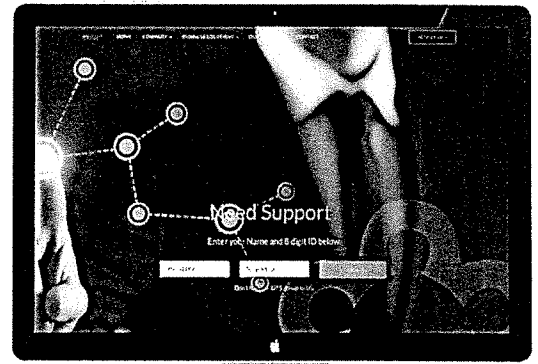
Phone: (248) 835-7100

Address: 129 E. University Dr., Rochester, MI 48307

website: www.mistar.us

Timeline: 90 days

Est. Cost: \$67,000



OVERVIEW

Since 1982, MiStar has been supplying both residential and commercial clients with the most advanced technology in business telephone systems. From cabling and computer network wiring to hardware and custom software, all your voice and data needs. They'll work with you to develop and implement a communications system that will help your business become more efficient, productive, and profitable.

CHALLENGE

MiStar was outgrowing their fleet and wanted to start handling customer issues remotely. Along with that, their brand was outdated and needed a fresh update, with a robust informational website.

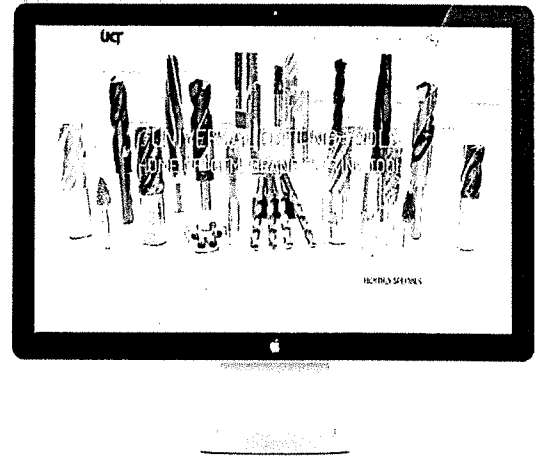
SOLUTION

Ultimately, MiStar wanted to drive more qualified search traffic and increase conversions for their remote platform. To do this, EGO devised a strategy that included search engine optimization efforts, paid-per-click advertising and ongoing improvement efforts. EGO developed a remote support system that allows MiStar's customers to access with their name and a meeting ID; EGO made this front and center on the website to showcase the MiStar support system. EGO also developed an app that allows managed access without a peer on the other end. This has allowed MiStar to not only grow, but to cut fleet costs. Their new identity is across all of their trucks and literature to let remind clients help is only a click away. Their website averages 800 visits per month and has saved hundreds of thousands in their fleet budget.

CASE STUDY

Universal Cutting Tools

Representative: Frank Dillon
Phone: (586) 977-8500
Address: 2276 14 Mile Rd., Warren, MI 48092
Website: www.uct-inc.com
Timeline: 90 days
Est. Cost: \$28,900



OVERVIEW

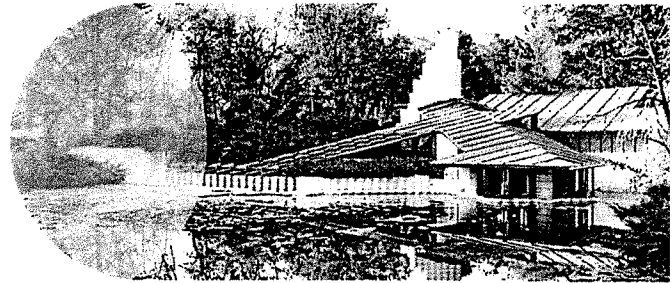
Universal Cutting Tools, Inc. (UCT) has been serving the industrial and commercial tooling markets for over 40 years. Headquartered in Warren, Michigan. UCT possesses millions of products in its inventory that include Taps, Drills, End Mills, Reamers, Dies, Combined Drills and Countersinks, and Counterbores.

CHALLENGE

UCT hired a company to build out an eCommerce site. After 2 years, and the website never functioning, they reached out to EGO to help. UCT had nearly 10k unique SKUs with 5 levels of customer and discounts. They wanted a single solution that showed proper pricing with customer types.

SOLUTION

By updating the look and feel of the website and equipping it with optimized content, EGO hoped to increase UCT's search engine rankings. Both our team and the team at Universal Cutting Tool also felt that we could improve the user experience by offering more capabilities, such as previous order invoices and online applications. EGO custom developed a unique system that allows customers to create and manage their account online. We added a monthly special sales catalog and the ability to showcase their products without their sales team being too involved. Their site currently gets over 500 unique visitors a month from organic traffic. Since launching they have sold over 40k items online.



PROJECT OVERVIEW

The Village of Lexington is seeking proposals from qualified vendors to redesign and develop its website (www.villageoflexington.com). The goals for the website include, but are not limited to, the following:

1. Enhance Functionality of the website
2. Expand online service capacity
3. Extend reach on multiple platforms (Responsive Web Design-mobile friendly)
4. Promote community and economic development
5. Support special events within the community
6. Enhance the community image and identity
7. Showcase the Village visually through an attractive and user-friendly site
8. Easy to learn software for a user-friendly platform to operate
9. Delivery of eGovernment services
10. All 24-hour access to village information, forms, inquiries and the ability to conduct business that would otherwise occur over the phone, in person, or via regular mail delivery.

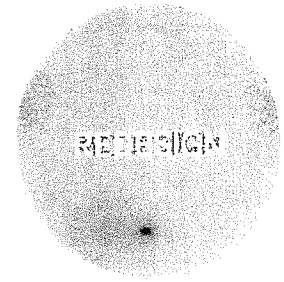
The new website will be hosted in the Michigan, USA by EGO. Their vision is to have a secure site that is multiplatform for MAC and PC users, tablet users, and smart-phone users. The focus will be on the user's experience to quickly and directly navigate to the information, services and contracts they may need in an efficient and simple manner. The site will also follow all ADA guidelines.

PROJECT SUMMARY

Requirements & Functionalities

- Ease of expansion and evolution
- Adaptive browsing
- Ability to embed other web-based formats including GIS, Social Media platforms, recreation program software, and shared calendars
- Gather information on forms, databases and other tools for general information or department specific areas
- Capability for easy and fast searching of the site
- A, user-friendly, industry standard and non-proprietary content management system that will allow staff with minimal technical expertise to update pages
- Website analytics and reporting and site traffic monitoring. Also needs to include a website spam security software.
- Provide communication plan for customer information and routine maintenance notifications – this should include an escalation policy for production support issues
- Website must have a strong presence on the Internet and include metatag development and search engine optimization
- A complete, attractive and accurate presentation of the Village, all departments and their related services, contracts, telephone numbers, and FAQs
- Responsive PDF capabilities
- Photographs and graphic elements should be placed on pages where appropriate: photographs will be provided in digital format; and graphics should be optimized in order to decrease download time
- Website should serve as vehicle for communication between Village Board, staff and constituents; this may include the ability for residents and visitors to opt-in to general and department specific newsletters, text alerts, or mailed information about a range of Village topics and news. Creation of email addresses for staff and council members.
- Inclusion of video and other graphic elements now or in the future
- ADA compliance





SCOPE OF WORK

- A. Redesign the Village website look and feel that will support the Village of Lexington's updated brand as well as the marketing needs of specific departments/services.*
- B. Provide a project plan for the design phase of the website replacement project.
- C. New website content information architecture that supports easy navigation to key services.
- D. Determine a consistent look and feel for the website, including color schemes, graphic elements, and navigation tools that provide straightforward navigation within a unifying graphic theme as well as flexibility for the branding of different Village departments/services. The look and feel should be consistent with the Village's current branding initiative.
- E. Provide design mock ups of primary website sections:
 - i. Front Page
 - ii. County Clerk
 - iii. Court Calendar System
 - iv. Health Department
 - v. Parks and Recreation
- F. Look and Feel Design
 - i. EGO shall provide a minimum of three (3) designs of the proposed website that adhere to the branding style and standards (to be provided by the Village of Lexington).
 - ii. EGO will work with the Village of Lexington to determine a new website content information architecture navigation framework to support easy navigation to key Village services.
 - iii. Site must display correctly in all major browsers
 - iv. Site must be mobile friendly with full and mobile options available.
 - v. Site themes and/or style sheets that maintain common look and feel throughout website.
 - vi. Department/Service Marketability – ability to apply customized look and feel within different departments/services while maintaining global navigation and website common look and feel.
- G. Source Code
 - i. EGO will provide the full source code to the Village of Lexington.



General Website Content Management System features:

1. Content Editor

- WYSIWYG rich text editor.
- Spell checker.
- Ability to limit certain features of WYSIWYG editor to maintain common look and feel through-out the website.
- Content editors must produce ADA / 508 standards compliant content.
- Content publisher control of associated metadata.

2. Content Management

- Ability to organize and manage uploaded documents and images.
- Ability to archive outdated documents and images.
- Ability to optimize uploaded pictures and graphic files for quick page loading.
- Ability to post items with expiration dates to remove them automatically.
- Focus on ease of use for Village staff to maintain, update and expand website
- Interactive photo galleries to publish and display photo assets.
- Document galleries to organize and publish documents according to subject matter.
- List module for creation and organization of logically related items into lists that can be shared on multiple pages but managed within single list. Example list content: contacts and links.
- Ability to determine a publishing schedule for specific content.
- Versioning and indexing of content to meet State of Michigan Records.
- Retention and Retrieval requirements.
- Multi-lingual Content Integration with website content translation capabilities in up to five (5) languages.
- Hosting solution for forms, data caches, documents, etc.

3. Navigation

- MEGA Drop Down Menus.
- Breadcrumb navigation.
- Secondary level navigation within specific content subject matter areas.
- Friendly URLs.
- Addition of external pages to navigation.
- Flexible navigation tools that facilitate management of common links across site.
- Ability to reorganize content to different sections of the website without manually changing content links.

4. Master Calendar Functionality

- Master calendar to share events, meetings, holidays, etc. that can be managed in a main calendar and shared across the website by content/subject matter category.
- iCal links for users to add events to desktop calendar programs such as Outlook, SmartPhones and Tablets.
- Interactive maps of event locations.
- Provide RSS feeds by calendar based or content creator defined categories.

5. Forms

- Standard contact forms.
- Ability to easily add custom forms to site pages and manage content produced by the forms.
- Surveys and ad hoc reporting.

6. Security/Authorization

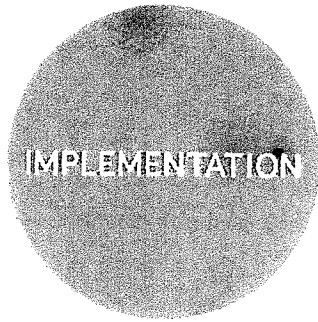
- Ability to centrally add and manage users and specify access rights.
- Ability to create groups with different access rights.
- Ability to limit certain group members from specific content and content management functionality.
- Ability to manage logged in users.
- Publishing Workflow with ability to customize by security group and user.
- Audit trail and reports of changes to content within the CMS.

7. Additional Functionality

- RSS consumption and display of external resources.
- Calendar events.
- "Share This" social networking site links for site visitors to share content on Facebook, Twitter, etc.
- Site templates must be ADA / 508 standards compliant.
- CSS template features for viewing text only, printing, and mobile access versions of the site.
- Software Development Kit - Ability for the County Information Technology Department or outside Vendor to create custom pages and content within the site's templates to facilitate integration of other e-Gov services software such as GIS, permitting, online bill payment, etc.
- Search engine that can be directed to index both internally and externally hosted website resources.
- Ability to manage an interactive multimedia top stories section within the CMS.

EGO will deliver the following:

- A. Apply website redesign mockups to website Wordpress software implementation to enable information ready website.
- B. Provide a website Wordpress software implementation project plan. This can be integrated with the overall project plan.
- C. Install and configure website Wordpress software within vendors server environment
- D. Consult with the Village of Lexington staff to determine how the website Wordpress navigation will support the County template requirements.
- E. Create website templates that meet current ADA standards compliance.
- F. EGO shall provide a comprehensive Wordpress solution.
- G. The CMS software proposed shall be in use in a wide variety of industries and shall not be a beta, release candidate or other early adopter technology.
- H. The system shall integrate smoothly and efficiently with industry standard applications. The optimum solution would be for Wordpress to interface with standard word processing and spreadsheet applications for ease of content creation, integration, and postings.
- I. Wordpress shall be accessible via secure external access.
- J. EGO will provide a search engine solution that will support indexing of all contents within Wordpress as well as external Village of Lexington website resources.
- K. EGO will provide quote(s) for Wordpress and any required software as part of the proposal.
- L. Documentation
 - i. EGO will provide full and complete documentation of Wordpress and the associated programming/software.



- A. EGO shall provide a fully operational and working website framework (“information ready”). Migration should be able to immediately begin by vendor, county staff or a hybrid approach.
- B. EGO shall assist in addressing any URL name changes and /or URL naming conventions.
- C. The website shall integrate all existing e-government applications and shall be designed for easy integration of additional e-government applications.
- D. Website hosting will be done with the vendors recommended service.
- E. Preferred to be hosted within vendor’s current server environment.
- F. Ability to insert custom apps/data into the website with wrappers.
- G. Ability to have separate development and production environments.



- A. Website CMS training for site administrators and content contributors.
- B. EGO will provide full and complete “train the trainer” training on the use of the CMS. Up to six people in a session. In addition the IT Department will be fully trained on how to administer the server and CMS.

PROCESS OVERVIEW



1. Consult

- Kick-off Meeting & Introductions
- Discuss Client Responsibilities & Identify Points-of-Contact
- Site-map / Content Outline for both websites
- Project Dates / Deliverables
- Platform & Plug-in Assessment - Wordpress CMS

2. Create

- Identify all user interfaces to be designed (review proposed list and interfaces uncovered during the Website Assessment) – including responsive layouts.
- Create wire-frames (or blueprints) for each design interface and begin creative process.
- Develop the “look-and-feel” based on the creative briefing, branding guidelines and wire-frames beginning with the overall design theme and homepage.
- Work collaboratively with client through design revisions and interactions.
- Receive sign-off of all design interfaces and create remaining design assets and information (font styling, interactive states, etc.).

3. Connect

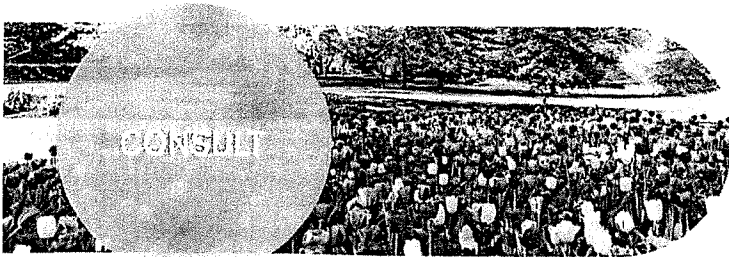
- Create design implementation plan including responsive designs.
- Migrate current website to safe development environment to perform tasks without disrupting current website.
- Assess non-working functions identified in website assessment and address issues.
- Assess outdated information identified in the website assessment and address issues.
- Implement designs into new platform template system including mobile and tablet designs.
- Assess any custom functionality identified during the website assessment and implement (3rd Party Plugins and/or APIs).
- Assess SEO issues identified during the website audit and address issues.
- Perform cross-browsing and quality assurance testing for entire website (display, forms, links, etc.).
- Perform user testing and usability reports.
- Work with customer collaboratively during the build phase with ongoing review / revision and acceptance.

4. Cover

- Final customer reviews, quality assurance and walk through of tasks performed.
- Execute website migration plan (deploy from the development environment the product environment).
- Website training and review with staff members (identify new functionality and training).
- Perform overall project assessment of tasks completed and new issues identified during the plan and build phases.

PROJECT SCOPE

Thank you for giving us the opportunity to present our ideas to you. In this proposal we have gathered the information from our communication and outlined our recommendations and project scope.



It is crucial to understand exact requirements, put forward recommendations and set up objectives. We work with organizational stakeholders and decision makers to understand the organizational mission and target audience to ensure that the future website achieves the organization's priorities, goals and statutory mandate.

The following deliverables will be included within this phase:

Kick-off Meeting – Initial meeting to introduce project stakeholders the project plan and next steps.

Site-map / Content Outline – Provide our recommendations on the website will be organized based on best practices.

Project Dates & Deadlines – Establish project milestone and deliverable deadlines, and schedule on location walk through.

Client Responsibilities Worksheet – Create list of items needed from client during the next phases of the project.

Identify Points-of-Contact – Create a list of contacts that EGO will be working with through different stages of the project and communication schedule.

Platform/Plug-in Assessment – A comprehensive analysis of the Content Management System (CMS) that will best suit the need of Midland Country.

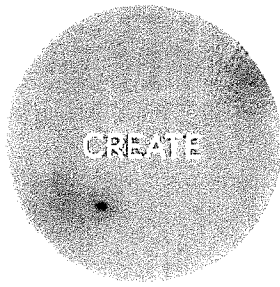
CLIENT RESPONSIBILITIES

Prompt availability for kick-off meeting.

Establish main point of contact for project.

Completion of project planner guide.

Gathering of website content and information.



After we successfully plan and create the websites information architecture - we bring the website to life by creating the "look & feel". This includes utilizing the wire-frames and site-map, along with other information gathered during the discovery process to develop a clean, usable and fresh visual appearance.

The homepage is designed first to ensure that if there are any global modifications required to the designs that they are pointed out prior to creating the remaining design mock-ups. This process helps save time and serves as a great stepping stone for the remaining project collaboration between our team and yours.

The design that is chosen will set the path for the remaining design layouts, which will share many of same design elements and style as the homepage to establish continuity and make the website user friendly.

We redesigning the following 13 unique page layouts:

- | | |
|-----------------------|---------------------------|
| Homepage (1) | Job Posting (1) |
| Landing Pages (5) | Directory (1) |
| - Events (Listing) | Latest News/Blog List (1) |
| -- Single Events | - Single Blog (1) |
| - Village Info | |
| - Municipal Services | |
| - Community Resources | |
| Contact (1) | |
| Calendar (1) | |
| Default Page (1) | |

CLIENT RESPONSIBILITIES

Prompt and thorough feedback for all design layouts (1 week after receiving mock-ups).

Provide sign-off on layouts as they are approved.

This list featured above outlines the unique templates identified during our initial project analysis. This list may grow during our website assessment during the planning phase of this project.

EGO provides 3 rounds of design revisions to assure that there is an opportunity to collaborate and then capture the exact design that we are trying to achieve. Design revisions include color, style and overall modifications or adjustments made to the design layouts.





Once Design has been approved and accepted by the client, EGO enters into an intense development mode where the HTML/CSS and platform themes and templates are setup and implemented and the site is search engine optimized.

During the Build phase, we establish the content management system, create database driven theme templates, implement site content, perform quality assurance and quality control, optimize the site for search engines, and work to ensure that the site will comply with all web design standards and best practices. You will be provided with a secure link to review the website once the build has been complete to provide additional feedback and review.

The following deliverables will be included within this phase:

Layout Build & Integration – All recommended layouts are built and integrated into content management system.

Custom Development – Identify custom components and add additional functionality to existing components to achieve desired results.

Configuration – The content management system and recommended components are properly installed and configured.

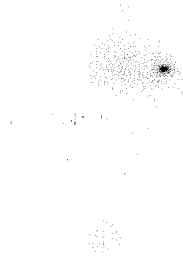
Data Entry – All content, images, and other data included in the content outlined is added to the site.

Search Engine Optimization – The site undergoes on-site optimization for maximum search engine visibility and exposure.

Quality Assurance & Testing – The site is tested on multiple web browsers and devices to ensure build integrity and accessibility.

CLIENT RESPONSIBILITIES

Prompt and thorough feedback after development is complete.



To reach this phase in the project all development reviews must be completed and signed off. We begin this process by coordinating a launch date with the client (projects are not launched on Fridays, weekends or before major holidays). Once scheduled, we will perform backups, quality assurance, migrate the CMS, database, content and code to the hosting destination of choice and train the web content manager in the use of the back-end tools.

We provide bug and issue corrections that may be discovered after launch for a period of 15 days.

Additional functionality, features and modifications introduced at this time will be considered out of project scope and assessed by your project manager.

The following deliverables will be included within this phase:

Domain & Hosting Configuration – Our team handles all necessary domain and hosting setup for an efficient transition to your new site.

Website Backup – We provide a complete backup of all code, content and databases for safe keeping.

Final Quality Testing – We perform one last walk-through after the site has launched to production server.

Training – 4 hour of training in the use of the back-end tools is provided with every project – virtually or at our office location. Additional training and on-site options are available.

Website SEO Testing – A final walk-through is performed to assure all measures taken to maintain search engine indexing and search engine rankings are completed and active.

CLIENT RESPONSIBILITIES

Schedule training with project manager.

Schedule website launch with project manager.



PROPOSED TIMELINE & MILESTONES

| MILESTONE | DELIVERABLES | TIMELINE |
|-----------|---|---------------------------------|
| CONSULT | Kick-off Meeting, Project Planner Guide, Site-map / Content Out, Project Dates & Deadlines, Client Responsibilities Worksheet, Wordpress CMS and technical Assessments. | 1 Week |
| CREATE | Design layouts for both traditional screen and mobile devices. Includes, planning / consultation, asset creation, copy writing, etc. List of plugins/add-ons. | 4 Weeks |
| CONNECT | Layout Build, Integration and Plug-in Configuration Data Entry & Search Engine Optimization Quality Assurance & Testing. | 6-8 Weeks |
| | Domain & Hosting Configuration, Website Backup, Final Quality Testing, Training, Analyze through heat mapping and Google analytics. Compare to digital strategy and update website according. | 1 Weeks |
| | | \$18,000 12-14 Weeks |

FINAL SUMMARY

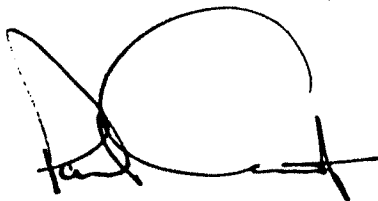
We are very excited about the opportunity to bid on the Village of Lexington's website redesign project. We feel we understand the full needs of what is wanted and expected, and we have put together a thoughtful and thorough outline of how we are going to accomplish this. EGO has always been a software first company. We rarely say no, because we feel solution can always be created with code. We pride ourselves on taking this approach to give our clients the best experience possible to help them build "web-esteem".

The unique approach we are taking mixes open source with custom development. This is the most optimal approach in both time and cost by leveraging free software that has been on the market for over 15 years, with custom built software that will fulfill the need of the website redesign. We are aware that custom development is timely and costly. By using both of these methods in conjunction we can both speed up development time by adding onto prebuild modules while also saving money by using pretested code. That way we are not trying to fit Midland County into a prebuilt CMS that only does was 90% of municipalities need. We are aware each county and department is unique and have their own needs.

By using this approach we will fulfill everything that is expected in this proposal. Along with that, we will continue to support and can even add-on to the newly developed site via secure API connection. This doesn't just pertain to us, but any future development you may need done. If the site in ten years needs to be updated, the framework is in place to simply be re-designed and the code will be left alone. This alone has the potential to save tens of thousands in the future.

Our designs take a UX/UI (user experience, user interface) approach. With looking at data and heat mapping we design our websites around your users. We ask ourselves, "What are users and employees experiencing that causes bottlenecks in this design." With that approach we formulate a design that is both simply yet powerful. We will hide the heavy lifting in the backend and show both customers and employees a visually stunning and highly functioning website.

Thank you again and we look forward to working with you.

A handwritten signature in black ink, appearing to read 'Paul Christy', with a large, stylized loop at the end.

Paul Christy, Owner of EGO

ADDITIONAL OPTIONS

WEBSITE HOSTING

\$100/Month - Managed Shared Server*, 50 GB SSD Storage, 10 FTP Accounts, 20 Email Accounts**, 5 SQL Databases, Free CDN Included, Free SSL Certificate, Free Weekly Backup, 99.9% Uptime

12/mo terms - Auto-renews

*250GB Monthly Bandwidth Limit

**10GB Max Quota per Email Address

FULL MAINTENANCE

| | | |
|-------------|--|------------|
| Bronze Plan | 5 Hour Retainer, Priority Support, Speed Optimization, Malware Protection | \$500/mo |
| Silver Plan | 10 Hour Retainer, Priority Support, Speed Optimization, Malware Protection | \$1,000/mo |

HOSTING SERVICE LEVEL AGREEMENT

Our comprehensive Service Level Agreement guarantees everything from response times and hardware replacement to compensation from downtime. Not only are our 30 minutes initial response and equipment replacement guarantees some of the quickest available, they are often beaten substantially in our monthly average support statistics.

However, what attracts many users to EGO is the 1000% compensation outlined in our SLA's 100% uptime guarantee. That means if you experience downtime, we will credit you at 10x the amount of time you were down.

59 Minute Helpdesk INITIAL RESPONSE TIME GUARANTEE

Initial HelpDesk tickets are responded to within 59 minutes. If we miss the mark, we'll credit you 10x the amount we missed it by.

100% Network UPTIME GUARANTEE

All major routing devices within our network are reachable from the global Internet 100% of the time, or we'll credit you 10x the downtime.

100% Power UPTIME GUARANTEE

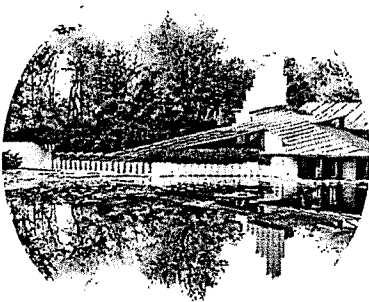
This guarantee assures that power to your rack will be online 100% of the time or we'll credit you 10x the down time amount.

30 Minute Hardware

Faulty dedicated server hardware will be replaced within 30 minutes of identifying the problem. If it takes longer, we'll credit you 10x the amount of extra time.

CONCLUSION

EGO is highly enthusiastic about the opportunity to work with the Village of Lexington to redesign its website. In short, EGO has a proven track record of providing organizations with high quality solutions that are effective and easy to manage. EGO is the right choice if the Village of Lexington is looking for a company and a team that can ensure quality and provide high-touch service tailored to client and end user needs. We look forward to working with the Village of Lexington on this exciting redesign and welcome any questions in regard to this proposal.



TECHNICAL QUESTIONS & ANSWERS

Content Editor and Management

- 1) Does the CMS software provide a WYSIWYG rich text editor with an easy interface for nontechnical users to update content? If yes, please describe in detail, addressing how the editor manages HTML tags, tables, links, images, spellchecking, and other features. *Yes, the editor come bundled with Tiny MCE, which allows simple management of the visual editor. Wordpress our CMS of choice allows all of the features listed above in simple visual layout. You can see in real-time exactly what the content is going to look like. HTML tags can be added by either clicking an icon and adding a special HTML area, or by switching over to the HTML editor. Tables can be drawn with a drag and drop menu drop down. Placing images is just as easy, simply place your cursor in the place in the text where you want the image to appear, and click on the "Media" button. There you can either select from pre-uploaded images or drag and drop a new image to add. All media is sortable by date added and page uploaded for easy content creation. Links work just as easy. Just highlight the text you'd like to link and click the link button. Add in the URL and target options, along with a few others if you'd like more specific parameters, and click enter.*

- 2) Can WYSIWYG capabilities be turned off for source code editing? If yes, please describe how this is accomplished. *Yes, WYSIWYG editor can be turned off by simply clicking a toggle button. This toggle button can be for all users, or specific user roles.*

- 3) Can administrators limit certain features of the WYSIWYG editor? Please describe the features that can be controlled and how the control functionality is accomplished. *Yes, administrators can limit any specific functionality of the WYSIWYG editor, however this would have to be prediscussed as it would take custom development to impliment this functionality. EGO would need to know before beginning.*

- 4) Describe the CMS software meta data management tools. *Wordpress allows meta data to be managed in a number of ways. Media can be managed by type of file, date added, and even the page added to. Content is stored within its own meta data hirearchy which will keep specific department information separate from other departments.*

- 5) Can content live in multiple areas or be referenced in multiple areas? If yes, please describe the functionality and management of this feature. *Yes, content is sorted by meta data. Meaning, residence can stay with residence, visitors can stay with visitors. This keeps the ability to manage Wordpress very easy for multiple departments that only need to see their specific department's needs.*

Archiving and Roll Back and Restore Functionality

- 1) As pages are updated, are existing versions automatically archived? Is there a limit to the number of archived versions? *Yes, even while working your content is automatically saved without clicking the save button. There is no limit to the number of versions saved.*
- 2) Describe the CMS software's version control of content and rollback to the previous versions of content and documents/pages. *Wordpress uses an API to detect updates. Updates can be handled both manually and automatically depending on the setup. EGO would prefer to handle the updates manually on our developer environment and then we would push these updates to the live site.*
- 3) Does the CMS generate an audit trail and reports for the content that was updated? If yes, please describe this functionality. *Yes, Wordpress not only archives saved pages, but it shows you specifically what was changed from each saved version.*

Content Scheduling

- 1) Describe the CMS ability to schedule publishing or deletion/archive of content based on date, time and/or approval, etc. *Wordpress has the ability to schedule and expire published content automatically. When content is expired it can either be "moved to drafts" or "moved to trash" both will function as an archive until the content is manually deleted.*
- 2) Describe how the CMS assigns expiration dates and handles expired pages (automatic e-mail notifications, link updates, removal of expired pages, follow up tasks, etc.). *The expiration functionality is manually set by the user. The user would be able to select the date and time from a calendar view. E-mail notification for upcoming expired content can be done with custom development. EGO would need to know before beginning.*

Navigation

- 1) Describe the ability of users to create new navigation menus. *To customize the default menu of your website, you have to enter the WordPress dashboard, click on Appearance and then on Menus. The first thing you need to do is to give the menu a name, and then click the Create Menu button. After creating it, you may start adding your menu items. All your website's categories, posts, and pages are gathered in the left column, and from there, you can simply add them to your custom menus in just a few clicks. First of all, you need to click on Pages and View All. Select all the pages that you want to appear in your menu (use the checkboxes next to the pages' names).*

2) Describe the ability of users to move or change the placement of navigation menus. *After selecting the menu items, you might want to switch their order. All you have to do is drag and drop them in the desired location. This is how you're going to organize your custom menus. Apart from standard menus, you can also create sub-menus. Simply drag a menu item to the right of another menu item. Sub-menus will work like drop-down menus. If you want a certain item to belong to another one, all you need to do is to drag it a bit to the right, right below the "parent item."*

3) Does the CMS software manage content and links for MEGA Drop Down Menus in it's global navigation? If yes, please describe how this is accomplished. *Yes, the mega menu functionality is drag and drop and WYSIWYG. You can create, edit and delete a numerous presets. After creating a preset you can assign it to the whole site using Global settings, or for specific post types (shop archive, shop single product, pages, post archive or single post etc.). You can also assign the individual preset to any single page, for example for the page with inner navigation (landing pages, etc).*

4) Does the CMS software manage navigation and display of interactive content such as tabbed content areas? If yes, please describe how this is accomplished. *Yes, tabbed content areas are built directly in the WYSIWYG editor and can be edited on the live page, and in real-time.*

5) Does the CMS software support the addition of external links to the global and secondary navigation? If yes, please describe how this is accomplished. *Yes, first start by adding the external link to your WordPress navigation menu just like you would add any custom link. Simply visit Appearance » Menus and click on the link tab. Enter the URL and link text and then click on add to menu button. The external link you added will now appear in the Menu Structure column. You need to click on the downward arrow to expand the menu item. Next, click on the Screen Options button at the top right corner of the screen and check the boxes next to Link Relationship (XFN) and Link Target options. Now scroll back down to your expanded menu item, and you will notice two new options. Link Relationship and Open link in a new window/tab. You need to enter nofollow in the link relationship option. You can also check the open link in new window/tab option if you want.*

6) Does the CMS software support notification of users when they are leaving the site? If yes, please describe how this is accomplished. *Yes, you can setup Wordpress to send Push Notification to anyone leaving the site. You can set up campaigns in a drag and drop builder and set triggers to detect your visitors' behavior. By using smart triggers to always display the right campaign to the right person at the right time. Smart triggers can be set up using Exit-Intent technology, scrolling, InactivitySensing, timed display control, or simply campaign scheduling.*

7) Is 'breadcrumb' navigation automatically created and maintained by the software on every page of content? If yes, please describe how this content and links is managed. *Yes, breadcrumbs are automatically set up by ordering pages or posts in a hierarchy. If you have a page named "Residence", you can simply create a new page, or edit an existing page, and give it a parent of "Residence". This will enact the page to be a child of Residence leading the breadcrumb and URL to: "resident > page name"*

8) Does the CMS support the ability to generate friendly URLs? If yes, please describe how this is accomplished. *Yes, this is easily handled while creating a page or post under the permalink function. Simply edit the post, page, or custom post type and click on the title field. You'll notice the Permalink field appears on top of it. Go ahead and click on the Edit button next to it, and then change the URL slug to a custom permalink. Once you are done, click on the Save button to store the new permalink.*

Master Calendar Functionality

1) Describe the website calendar functionality. *The calendar functionality has the ability to share events, meetings, holidays, etc. They can be managed in a main calendar and shared across the website by content/subject matter category. It has the capability to send iCal links for users to add events to desktop calendar programs such as Outlook, SmartPhones and Tablets. EGO can integrate the interactive maps of event locations using the County's GIS, and the calendar will provide RSS feeds by calendar based or content creator defined categories.*

2) Does the calendar support item categories and the custom display of calendar items by category across the site? If yes, please describe how this is accomplished. *The calendar does support item categories and the custom display of items by category. EGO would need to know this during the Consulting phase so we can properly discover and plan the development.*

3) Does the calendar create event reminders for site users to download event reminders to their own calendar applications? If yes, please describe how this is accomplished. *The calendar can create event reminders for site users but again EGO would need to know this during the Consulting phase so we can properly discover and plan the development.*

Security/Authorization

1) How are users and user groups created and managed? *If you're an Administrator and you'd like to make someone a Contributor, Author, or a custom user group/role on your site, go to Users > Add New. Fill in the required info, choose a password for them, check the box "Send this password to the new user by email" and*

select the role you wish to give them using the dropdown. Your new user will get their password in the email with instruction on how to log in. Once logged in they can change their password and any other info (except their username) by editing their profile. All users and their groups/roles can be managed in this area. To manage group/roles please see question 2 below.

2) Can users with different access rights be created? Can groups with different access rights be created? If yes, please describe how this is accomplished. *Yes, there is an unlimited amount of users and user groups/roles that can be added and customized. You can find the settings page for this feature under the "Users" menu. It will be labeled "Roles". When clicking on the menu item, you'll be taken to a screen similar to the edit post/page screen, only it'll be for editing a role. In the "Edit Capabilities" box on that screen, you simply have to tick the checkbox next to the capability you want to grant or deny. The group/role manager allows you to edit and add new roles as well as add and remove both default capabilities and custom capabilities from roles.*

3) Are there pre-defined users and/or group types included or specified within the CMS software? If yes, please describe these users and/or group types. *WordPress has six predefined roles: Super Admin, Administrator, Editor, Author, Contributor, and Subscriber. Each role is allowed to perform a set of tasks called Capabilities. That means capabilities for each type of role is different. For example, Super Admin is somebody with access to the site network administration features and all other features. Administrator is somebody who has access to all the administration features within a single site. Editor is somebody who can publish and manage posts including the posts of other users. Author is somebody who can publish and manage their own posts. Contributor is somebody who can write and manage their own posts but cannot publish them. Subscriber is somebody who can only manage their profile.*

4) Can specific content ownership be managed down to the user level including reassigning ownership to another user or user group? If yes, please describe how this is accomplished. *Yes, content ownership can be reassigned by going to that specific content and scrolling down to "Author". You can then select the new owner of that content. This can only be done by a group/role that has these capabilities.*

5) Can only certain group members have access to certain functionality, including limiting what buttons are accessible in the HTML editor? If yes, please describe how this is accomplished. *Yes, we would prefer a user/role assignment before we begin to properly define these roles. However, if roles change and need to be altered, the user can go to Users > Roles and then simply select the checkbox that want to allow or disallow the functionality.*

6) Can size limitations/quotas be assigned to different files, folders, and/or sites? If yes, please describe how this

is accomplished. *Yes, size limitations can be assigned to the site media uploads as a whole. Which means, we can set a 10mb upload limit and any acceptable media file type (i.e. .png, .m4p, .wav, .mov, .jpg) will be limited to 10mb. This can only be over-ridden by the Super Admin.*

7) Describe the administrator's role and access to content and content management on the website. *There are two types of Administrators. First there is the Super Admin who is somebody with access to the site network administration features and all other features. Then there is an Administrator, who is somebody who has access to all the administration features within a single site.*

8) Describe the CMS software's workflow management tools including the ability to customize the workflow, workflow notifications, and the auditing capabilities of the workflow system. *We would implement 2 services for improvement on this; Stream and EditFlow. Stream is useful for keeping tabs on your WordPress users: From activating plugins to deleting posts, to login attempts and new user creation, you can see what's changed, who changed it and when. Then Edit Flow, which empowers you to collaborate with your editorial team inside WordPress. We've made it modular so you can customize it to your needs: Calendar – A convenient month-by-month look at your content. Custom Statuses – Define the key stages to your workflow. Editorial Comments – Threaded commenting in the admin for private discussion between writers and editors. Editorial Metadata – Keep track of the important details. Notifications – Receive timely updates on the content you're following. Story Budget – View your upcoming content budget. User Groups – Keep your users organized by department or function.*

9) Explain how the CMS is kept up to date with the latest releases and patches. *Wordpress automatically checks for updates in the background. When an update is available, there will be a notification widget that will tell you an update is ready.*

Other Features

1) Does the CMS software support the ability to apply customized look and feel within different departments/ services while maintaining global navigation and website common look and feel? If yes, please describe how this is supported. *Yes, Wordpress is built off of templates and child templates. This allows for customization for specific departments or sales funnels. With the child theme capability we can ultimately keep the over all theme of the site, but we can specialize departmental design while still being supported by the over-all theme functionality.*

2) Does the CMS software produce RSS feeds? If yes, please describe the content this feature is available for and how it is managed within the software. *Yes, all WordPress blogs come with built-in support for RSS feeds. By*

default, each page of your WordPress site contains a meta tag that points to your website's RSS feed location. You can disable RSS feeds in WordPress, but continue reading and you might change your mind about disabling them.

3) Does the CMS support social networking links for site visitors to share content on Facebook, Twitter, etc.? If yes, please describe this functionality and the ability to manage which sites are included in this feature. *Yes, Shared Counts is a WordPress social media share buttons plugin. Sharing buttons increase traffic and engagement by helping readers share your posts and pages to their friends on social media. Included Buttons are Facebook Share Button, Pinterest Pin Button, Yummly Button, Twitter Tweet Button (using the third-party Twitcount.com API), Email Sharing (with reCAPTCHA support to prevent abuse), Share Count Total, Print Button, and LinkedIn Share Button. Facebook, Pinterest, Yummly, and Twitter buttons support social count display and tracking.*

4) Does the CMS meet ADA / 508 standards? If yes, please describe how this is accomplished. *Yes, we use a third party called UserWay which is the strongest legal mitigation for ADA accessibility & compliance.*

5) Does the CMS support viewing text only, printing, and mobile access of content? If yes, please describe how this is accomplished and the mobile access systems are supported. *Yes, this functionality would need to be defined in the project scope before starting. This is accomplished by allowing a "view text only" design layout if a user selects so. The same functionality is used when printing a website page. We can assign any printed page a custom style. As for the mobility, this is rendered by viewing the size of the users screen and then assigning layout parameters based on the screen size. Ususally we design for desktop, tablet, and mobile.*

6) Does the CMS have a software development kit or other functionality to facilitate the integration of current and future e-government services software such as GIS, permitting, online bill payment, etc.? If yes, please describe how this type of integration can be accomplished. *Yes, Wordpress uses an API with extremely well documentation. This allows Wordpress to tie into just about any third party application with proper development.*

7) Does the CMS have search and index capabilities both internally and externally hosted website resources? If yes, please describe the content that can be indexed and how search features are managed. *Wordpress has an internal search built in. For external, we would use Solr search. Solr is highly reliable, scalable and fault tolerant, providing distributed indexing, replication and load-balanced querying, automated failover and recovery, centralized configuration and more. Solr powers the search and navigation features of many of the world's largest internet sites.*

GENERAL QUESTIONS & ANSWERS

1. State the type of ownership of your company. Give the State and date of your incorporation if applicable. List headquarters and regional / full-service office locations, and website address. *EGO is a Michigan Limited Liability Company. It was organized on January 29th, 2014 and has been headquartered in Birmingham, MI since its inception. EGO opened EGO New York in 2017 after the addition of Mat Gargano. EGO currently offers the following services: Brand & Identity creation, Consulting, Digital Strategy, eCommerce Web Design, Lead Generation, Print Services, Reputation Management, SEO & Search Marketing, Social Media Marketing, Software Development, Video Marketing, and Web Design.*
2. Provide the key contact name, title, address, telephone and fax numbers. Also identify the person(s) authorized to contractually bind the organization. *Paul Christy, Owner & Chief of Strategy, 280 N. Old Woodward Ave., Birmingham, MI 48009. Office (248) 792-8133, Cell (248) 797-4646.*
3. Are you willing to share your financial reports with us on an ongoing basis to allow us to verify your fiscal stability? *Yes.*
4. Please provide credit references to demonstrate your company's future viability. Please include your Dun & Bradstreet number (D-U-N-S number). *117667874.*
5. Please provide status of any current or pending litigation against your company that might affect your ability to deliver the services that you offer. *EGO is under no current, pending, or past litigation.*
6. Do you anticipate that your company will be acquired in the foreseeable future? Is your company planning to acquire any other companies? If yes, please provide the names of the companies and the nature of the business. *No.*
7. Include names of three (3) current government customers (title and phone numbers) that have had a scope of work similar to that described in this RFP and a letter of recommendation from each. *You would be our first government agency therefore we hope to one day add you this area.*
8. Please include reference names of former customers, if any, (title and phone numbers) and the reasons for disengagement of your services. *John Kelly - (248) 789-1056 - The Stand Bisto was our client since its inception. The company sadly closed in*

2018.

9. What type of insurance coverage do you carry? Describe the amount of coverage. *EGO carries professional liability insurance covered by \$1,000,000 for each occurrence. We also carry \$2,000,000 of General Aggregate and Products Comp/OP AGG along with \$1,000,000 coverage of workmans comp.*

10. Are you on either the Federal debar list or your home state debarred list? *EGO is not on any debar list and openly share our information to you.*

Cage # 8QQP5

State of Michigan Vendor # VS0178180

Annual Statement # 801746766

LEGAL NOTICE

1. Developer Responsibilities

A. Scope of Work

CLIENT hereby retains the Services of DEVELOPER, including, but not limited to designing, developing and maintaining a Web Site (the "Web Site") for CLIENT in accordance with and as set forth in the proposal mutually agreed upon by the Parties dated [date] (the "Proposal"), a copy of which is attached above and the terms of which are expressly incorporated herein by reference.

B. Schedule

The "Schedule" for the design and development of CLIENT's Web Site is attached hereto as Exhibit B and includes the corresponding commencement and delivery dates for each Deliverable (as defined in this Agreement).

C. Changes

Changes to this Agreement, the Proposal, or to any of the specifications of the Web Site or Scope of Work of the budgeted time, fees, or costs agreed upon in the Proposal, shall become effective only when a written change request is mutually executed by the Parties substantially in the form attached as Exhibit C (the "Changes"). Changes during the Web Site development period and upon deployment of the Web Site may include, but is not limited to, additional design layouts, new pages added to the Web Site, additional web forms, additional functionalities, additional modules or components, navigation modifications, layout changes, and any additional data or products.

DEVELOPER agrees to notify CLIENT of any factor, occurrence, or event coming to its attention that may affect DEVELOPER's ability to meet the requirements of this Agreement, or that is likely to occasion any material delay in the Schedule.

D. Deployment and Training

CLIENT is entitled to four (4) hours of training prior to or upon completion of the launch of the Web Site.

2. Web Site Design

A. Design

The design of CLIENT's Web Site shall be in substantial conformity with the material provided to DEVELOPER by CLIENT and as agreed upon in the Proposal.

B. Materials Provided by CLIENT

Upon execution of this Agreement, CLIENT shall provide all items outlined in the "Client Responsibilities" section of the Proposal, including, but not limited to, Web Site planner guide and/or corporate guidelines (the "Client Materials"). All materials to be supplied by CLIENT may be provided via digital format. Files will be provided in HTML format, standard word processing Text format or, if images, as TIFF's GIFF'S, JPEG's or Photoshop files.

C. Specifications for Home Page

CLIENT's Web Site will consist of a Home Page (the "first" page for the Web Site) that can be reached by typing one of the following Uniform Resource Locators ("URLs") into a Web Browser. DEVELOPER will use its best efforts to

register the domain name for the benefit of CLIENT (or such other name as may be registrable and acceptable to CLIENT) and will assign all rights thereto to CLIENT. CLIENT agrees to pay all registration fees associated with such registration.

D. Accessibility of Web Site During Construction

Throughout the construction of the prototype and the final Web Site, the Web Site shall be accessible to CLIENT. Until CLIENT has approved the final Web Site, none of the Web Pages for CLIENT's Web Site will be accessible to end users.

E. Submission To Index Sites

At the time that DEVELOPER conducts the first "walk through" of CLIENT's final Web Site, DEVELOPER will register CLIENT's URL with the following search engines: Google, Bing, Yahoo.

F. Delivery of Deliverables

Upon the earlier of CLIENT's approval of its final Web Site, or upon termination of this Agreement, DEVELOPER shall deliver to CLIENT either: (i) all Code, Documentation, reports and other materials developed by DEVELOPER in the course of its performance under this Agreement and any other items reasonably necessary for the operation of CLIENT's Web Site (other than third party operating system software, third party networking software, Web Browsers and hardware) and all changes and enhancements thereto (the "Deliverables"), or (ii) logins to such third party sites to access and take control of the Deliverables. DEVELOPER shall maintain its back-ups and one set of the final materials provided to CLIENT for a period of six (6) months after CLIENT's approval of its final Web Site. If this Agreement is terminated prior to final approval, or at the expiration of this six (6) month period, DEVELOPER will destroy all of its copies of CLIENT's Web Site (including all back-ups thereof) and "wipe" all files constituting final or working copies of CLIENT's Web Site (other than the final copy hosted on DEVELOPER's Web Server and one backup copy thereof) from DEVELOPER's computers and back-up materials unless otherwise directed in writing by CLIENT.

3. Web Site Hosting and Maintenance

DEVELOPER agrees, at CLIENT's option, to maintain CLIENT's Web Site for a fee on a third party server that is contracted by DEVELOPER ("DEVELOPER's Web Server") on behalf of CLIENT on a month to month basis, and to make maintenance modifications to CLIENT's Web Site from time to time in accordance with Section 1 of this Agreement. As part of this Service, DEVELOPER agrees to make CLIENT's Web Site available to Internet users approximately 24 hours per day. As part of this service, DEVELOPER agrees to use its best efforts to ensure reasonable response times for users accessing CLIENT's Web Site. In the event CLIENT elects not to host its Web Site on DEVELOPER's Web Server, DEVELOPER shall either: (i) launch the Web Site on CLIENT's desired server, or (ii) provide all Web Site files and design to CLIENT, and CLIENT shall be solely responsible for the launch of the Web Site at CLIENT's sole cost and expense.

4. Billing and Expenses

A. Billing for Web Site Design and Development

DEVELOPER's billing policy for Web Site Design and Development is time-based as set forth in the Proposal.

The estimated fee for DEVELOPER's Services as set forth in this Agreement and the attached Proposal shall be EIGHTEEN THOUSAND DOLLARS (\$18,000.00) (the "Development Fee"). This Development Fee covers the design and development on CLIENT's Web Site contemplated in this Agreement and in the Proposal, excluding any additional fees for Changes agreed upon in writing by the Parties. Unless set forth differently in the Proposal, the Development Fee will be divided by the approximate number of weeks to complete the development, then the Development Fee shall be charged weekly. The full balance of the Development Fee must be paid in full prior to the deployment of the Web Site.

Change(s) that exceed the budgeted hours or services as set forth in the Proposal shall be billed at one hundred fifty dollars (\$150.00) per hour that is over the budgeted amount and shall be invoiced on a weekly basis. No refunds will be provided for any Development Fees.

B. Billing for Web Site Maintenance

The fee for DEVELOPER's maintenance services as set forth in this Agreement and the attached Proposal shall be ONE HUNDRED FIFTY DOLLARS per hour (\$150.00/hr.) (the "Maintenance Fee"). DEVELOPER shall invoice CLIENT monthly for its Maintenance Fee CLIENT shall pay DEVELOPER for such services no later than seven (7) days from receipt of invoice.

C. Expenses

The Development Fee and Maintenance Fee set forth above are inclusive of expenses. Except as expressly agreed otherwise in writing by CLIENT, DEVELOPER shall bear all of its own expenses arising from its performance of its obligations under this Agreement, including (without limitation) expenses for work spaces, utilities, and management.

D. Payment Method

CLIENT may pay for any and all Services under this Agreement via credit card, check, cash or automated clearing house (ACH).

E. Past Due Invoices

All invoices must be paid within no later than seven (7) days from receipt of the said invoice. Any invoice that is not paid within fifteen (15) days of receipt shall be assessed a late fee of five percent (5%) of the past due amount, and no additional Services shall be provided until such late invoice is paid. In addition, an invoice that is more than forty-five (45) days late shall begin to accrue interest at 18% per annum, or the maximum amount allowed by law, whichever is greater.

5. Confidentiality

A. Publicity

DEVELOPER shall treat this project as confidential. After CLIENT has approved its final Web Site, however,

DEVELOPER may list CLIENT as a client of DEVELOPER and may include a link to CLIENT's Web Site on DEVELOPER's Web Site. DEVELOPER may not issue any press-release that refers to DEVELOPER's work for CLIENT unless CLIENT has previously approved the press release in writing, which approval may be withheld for any reason or for no reason at all.

B. Confidential Information of CLIENT

DEVELOPER acknowledges that it and DEVELOPER's personnel may, in the course of performing its responsibilities under this Agreement, be exposed to or acquire information which is proprietary to or confidential to CLIENT or its affiliates, or their clients or other third parties to which CLIENT or its affiliates owe a duty of confidentiality (the "Confidential Information").

DEVELOPER shall not use or copy any Confidential Information except to the limited extent necessary to perform its obligations under this Agreement and shall not disclose any Confidential Information to any person or entity other than to the DEVELOPER personnel who have a need to know the Confidential Information in order to perform DEVELOPER's obligations under this Agreement or as otherwise expressly permitted by this Agreement. DEVELOPER shall use the same measures that DEVELOPER uses to protect its own most confidential and proprietary information to protect the Confidential Information from use or disclosure in violation of this Agreement, but in no event less than commercially reasonable measures. DEVELOPER shall notify CLIENT immediately upon discovery of any use or disclosure of Confidential Information in violation of this Section and will cooperate with CLIENT in every reasonable way to help CLIENT regain possession of the Confidential Information and prevent its further use and disclosure in violation of this Section. DEVELOPER is liable and responsible for any breach of this Section by any person or entity to whom or which it provides, or provides with access to, any Confidential Information. Upon termination or expiration of this Agreement, or at any other time at the request of CLIENT, DEVELOPER shall return to CLIENT or destroy and delete, as applicable, all Confidential Information and any copies thereof in the possession or control of DEVELOPER.

6. Ownership and Rights

A. DEVELOPER'S Retained Rights

The Parties expressly recognize that the Website is not a "work made for hire," that DEVELOPER is an independent contractor, and that DEVELOPER is not an employee, partner, joint author or joint venturer of Client. DEVELOPER shall be deemed the sole author and owner of PHP, Javascript, HTML Code, graphics and data, and their attendant Intellectual Property Rights, that are created or acquired by DEVELOPER and incorporated into the Website, or incorporated into any work embodying or derived from any portion of the Website. For the avoidance of doubt, DEVELOPER may develop similar websites for other clients of Developer. Intellectual Property Rights means (i) rights in any patent, copyright, trademark, trade dress, and trade name, (ii) related registrations and applications for registration, and (iii) trade secrets, know-how and goodwill.

B. CLIENT'S Retained Rights

CLIENT shall be deemed the author and owner of CLIENT'S Domain Name and its attendant Intellectual Property

Rights; CLIENT'S uniform resource locator, if any, and its attendant Intellectual Property Rights; and any graphics or data provided by CLIENT that are incorporated into the Website or any work embodying or derived from any portion of the Website.

C. **Reproduction and Derivation Rights of CLIENT**

DEVELOPER expressly grants, assigns and otherwise transfers non-exclusively and in perpetuity and irrevocably to CLIENT, its successors and its assigns, the right to reproduce, make derivative works, publicly perform or publicly display the portions of the Website deemed to be DEVELOPER's Intellectual Property. DEVELOPER does not assign to CLIENT the right to sublicense the portions of the Website deemed to be its intellectual property, nor any portion thereof.

D. **Indemnification/No Infringement**

In performing its Services under this Agreement, DEVELOPER agrees not to design, develop, or provide to CLIENT any items that infringe one or more patents, copyrights, trademarks, or other intellectual property rights (including trade secrets), privacy or other rights of any person or entity. If DEVELOPER becomes aware of any such possible infringement in the course of performing any work hereunder, DEVELOPER shall immediately so notify CLIENT in writing. Each Party agrees to indemnify, defend, and hold the other Party, its respective officers, directors, members, employees, representatives, agents, and the like harmless for any such alleged or actual infringement and for any liability, debt, or other obligation arising out of or as a result of or relating to (a) the Agreement, (b) the performance of the Agreement, (c) a breach of any representation or warranty provided in this Agreement, or (d) the Deliverables. This indemnification shall include attorneys' fees and expenses, unless the indemnifying Party defends against the allegations using counsel reasonably acceptable to the indemnified Party. DEVELOPER's total liability under this Agreement shall not exceed the amount of revenue paid or payable by CLIENT under this Agreement. NEITHER PARTY IS LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR PUNITIVE DAMAGES, EVEN IF IT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THE LIMITATIONS ON AND EXCLUSIONS FROM LIABILITY SET FORTH IN THIS AGREEMENT DO NOT APPLY TO ANY LIABILITY ARISING OUT OF A PARTY'S BREACH OF ITS CONFIDENTIALITY OR INDEMNIFICATION OBLIGATIONS UNDER THIS AGREEMENT OR ANY FRAUD, GROSS NEGLIGENCE OR WILLFUL MISCONDUCT.

7. **Agreements with Employees**

No individuals or entities other than DEVELOPER and DEVELOPER's employees and independent contractors shall undertake any work or Services in connection with this Agreement. DEVELOPER shall obtain and maintain in effect written agreements with each of its employees who participate in any of DEVELOPER's work or Services hereunder. Such agreements shall contain terms sufficient for DEVELOPER to comply with all provisions of the Agreement and to support all grants and assignments of rights and ownership hereunder. Such agreements also shall impose an obligation of confidence on such employees with respect to CLIENT's confidential information. Nothing contained herein shall limit DEVELOPER's ability or right to utilize independent contractors provided that such independent contractors agree to be bound by the terms of this Agreement.

8. **Representations and Warranties**

DEVELOPER represents and warrants the following to the CLIENT:

A. No Conflict

DEVELOPER represents and warrants that it is under no obligation or restriction that would in any way interfere or conflict with the Services to be performed by DEVELOPER under this Agreement. CLIENT understands that DEVELOPER may be working on one or more similar projects for other clients. Provided that those projects do not interfere or conflict with DEVELOPER's obligations under this Agreement, those projects shall not constitute a violation of this provision of the Agreement.

B. Ownership Rights

DEVELOPER represents and warrants that (1) it is and will be the sole author of all works employed by DEVELOPER in preparing any and all Deliverables other than Preexisting Works; (2) it has and will have full and sufficient right to assign or grant the rights and/or licenses granted in the Deliverables pursuant to this Agreement; (3) all Deliverables other than Preexisting Works have not been and will not be published under circumstances that would cause a loss of copyright therein; and (4) all Deliverables, including all Preexisting Works, do not and will not infringe any patents, copyrights, trademarks, or other intellectual property rights (including trade secrets), privacy or similar rights of any person or entity, nor has any claim (whether or not embodied in an action, past or present) of such infringement been threatened or asserted, nor is such a claim pending against DEVELOPER (or, insofar as DEVELOPER is aware, against any entity from which DEVELOPER has obtained such rights).

C. Conformity, Performance, and Compliance

DEVELOPER represents and warrants that (1) all Deliverables shall be prepared in a workmanlike manner and with professional diligence and skill; (2) all Deliverables will conform to the specifications and functions set forth in this Agreement; and (3) DEVELOPER will perform all Services under this Agreement in compliance with applicable laws. DEVELOPER will repair any Deliverable that does not meet this warranty within a reasonable period of time if the defect affects the usability of CLIENT's Web Site, and otherwise will repair the defect within twenty-four (24) hours of notice from CLIENT. This warranty shall expire on termination or expiration of this Agreement. This warranty does not cover links that change over time, pages that become obsolete over time, content that becomes outdated over time, or other changes that do not result from any error on the part of DEVELOPER or DEVELOPER's personnel. CLIENT represents and warrants to the DEVELOPER:

D. Ownership Rights

CLIENT represents and warrants that any and all Client Materials provided to DEVELOPER under this Agreement do not and will not infringe any patents, copyrights, trademarks, or other intellectual property rights (including trade secrets), privacy or similar rights of any person or entity, nor has any claim (whether or not embodied in an action, past or present) of such infringement been threatened or asserted, nor is such a claim pending against CLIENT (or, insofar as CLIENT is aware, against any entity from which CLIENT has obtained such rights).

9. Term and Termination

A. Term of Agreement

This Agreement shall be effective as of the Effective Date and shall remain in force for a period of one (1) year (the "Initial Term"), which shall automatically renew in subsequent one (1) year terms (each, a "Renewal Term") unless terminated by either Party with 30 days' notice before the end of such one year term. The Initial Term and all Renewal Terms shall be referred to herein as the Term.

B. Termination of Services

Either Party may terminate this Agreement at any time with or without cause by giving thirty (30) days prior written notice. Any termination shall not relieve Client of its obligation to pay for services rendered prior to the termination date. Notwithstanding the foregoing, if this Agreement is for hosting of the Web Site, then the Maintenance Fee shall continue to be charged and paid by CLIENT until the end of the then current Initial Term or Renewal Term, as the case may be.

C. Survival

In the event of any termination or expiration of this Agreement, all obligations and responsibilities of either Party shall survive and continue in effect and shall inure to the benefit of and be binding upon the Parties and their respective legal representatives, heirs, successors, and assigns. For purposes of clarity, the termination of this Agreement shall not excuse a payable invoice or a prior breach of any provision of this Agreement.

10. Force Majeure

Neither Party shall be liable for any loss or delay resulting from any force majeure event, including acts of God, pandemic, fire, natural disaster, labor stoppage, war or military hostilities, or inability of carriers to make scheduled deliveries, and any payment or delivery date shall be extended to the extent of any delay resulting from any force majeure event.

11. No Agency

A. Independent Contractor

DEVELOPER, in rendering performance under this Agreement, shall be deemed an independent contractor and nothing contained herein shall constitute this arrangement to be employment, a joint venture, or a partnership. DEVELOPER shall be solely responsible for and shall hold CLIENT harmless for any and all claims for taxes, fees, or costs, including but not limited to withholding, income tax, FICA, and workmen's compensation.

B. No Agency

CLIENT does not undertake by this Agreement or otherwise to perform any obligation of DEVELOPER, whether by regulation or contract. In no way is DEVELOPER to be construed as the agent or to be acting as the agent of CLIENT in any respect, any other provisions of this Agreement notwithstanding.

12. Notices

Any notice required or permitted under this Agreement shall be in writing and shall be delivered personally against receipt; or by electronic mail, or by registered or certified mail, return receipt requested, postage prepaid; or sent by Federal Express or other recognized overnight courier service; and addressed to the party to be notified at its address set forth below or to such other address of which either Party may have given written notice. All notices and other communications required or permitted under this Agreement shall be deemed given when delivered personally or by electronic mail, or one day after being deposited with Federal Express or other recognized overnight courier service, or five days after being deposited in the United States mail, postage prepaid and addressed as follows, or to such other address as each party may designate in writing.

13. Multiple Counterparts

This Agreement may be executed in several counterparts, all of which taken together shall constitute one single Agreement between the parties.

14. Jurisdiction, Disputes, Attorneys' Fees

This Agreement and all claims arising out of or related to this Agreement are governed by and construed in accordance with the laws of the State of Michigan without giving effect to any choice or conflict of law provision or rule that would cause the application of the laws of any jurisdiction other than the State of Michigan. Any claim or action brought by one of the parties in connection with this Agreement will be brought in the appropriate Federal or State court located in the Oakland County, State of Michigan, and the parties irrevocably consent to the exclusive jurisdiction of such court. If any legal action is commenced related to, or arising out of, this Agreement, the prevailing party in such action shall recover all costs of defending or prosecuting the action, including, without limitation, all court or arbitration costs or mediation costs and reasonable expert fees and attorneys' fees. THE PARTIES FURTHER AGREE, TO THE EXTENT PERMITTED BY APPLICABLE LAW, TO WAIVE ANY RIGHT TO TRIAL BY JURY WITH RESPECT TO ANY CLAIM, COUNTERCLAIM OR ACTION ARISING FROM THE TERMS OF THIS AGREEMENT.

15. Agreement Binding on Successors

This Agreement shall be binding upon and shall inure to the benefit of the Parties hereto, their respective heirs, administrators, successors and assigns.

16. Waiver

No waiver by either Party of any default shall be deemed as a waiver of any prior or subsequent default of the same or other provisions of this Agreement.

17. Severability

If any provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity shall not affect the validity or operation of any other provision and such invalid provision shall be deemed to be severed from the Agreement.

18. Assignability

Neither Party may assign this Agreement without the other Party's prior written consent, which consent will not be unreasonably withheld or delayed. Any purported assignment in violation of this Agreement is void.

19. Integration

This Agreement constitutes the entire understanding of the Parties, and revokes and supersedes all prior agreements between the Parties and is intended as a final expression of their Agreement. It shall not be modified or amended except in writing signed by the Parties hereto and specifically referring to this Agreement. This Agreement shall take precedence over any other documents which may be in conflict therewith. The recitals at the beginning of this Agreement are made a part of the terms of this Agreement.

20. Ambiguities

This Agreement is the result of negotiations between the Parties and their counsel. Accordingly, this Agreement shall not be construed more strongly against either Party regardless of which Party is more responsible for its preparation, and any ambiguity that might exist herein shall not be construed against the drafting Party.

ACCEPTANCE

Any change to this contract shall be subject to mutual written agreement of the parties.

IN WITNESS WHEREOF, the parties have so agreed as of the date written below.

CLIENT REPRESENTATIVE

NAME

SIGNATURE

DATE

EGO, LLC REPRESENTATIVE

NAME

SIGNATURE

DATE

We look forward to partnering with your organization.

NEXT
 **UPCOMING EVENT**

Name of Event
 Month 00, 2021

101
 days

22
 hrs

13
 mins

14
 secs

See All Events

Quick Link

Quick Link

Quick Link

MORE UPCOMING EVENTS

06 Name of Event
 MAR Month 00, 2021 Details

06 Name of Event
 MAR Month 00, 2021 Details

06 Name of Event
 MAR Month 00, 2021 Details

FOLLOW US ON SOCIAL

Month 00, 2021

Title of Image



LATEST NEWS

Title Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer dignissim imperdiet neque. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas malesuada scelerisque nunc, at mollis libero commodo quis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer dignissim imperdiet neque. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas malesuada scelerisque nunc, at mollis libero commodo quis.




Title Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer dignissim imperdiet neque. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas malesuada scelerisque nunc, at mollis libero commodo quis.

Title Goes Here

Button Copy



ABOUT LEXINGTON

[Logo]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer dignissim imperdiet neque. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas malesuada scelerisque nunc, at mollis libero commodo quis.

Lorem ipsum dolor sit amet.

Home

Events

Village Info

Municipal Services

Community Resources

Contact



[Logo]

Viverra Aliquet Eget Sit Tellus Cras Adipiscing

Viverra aliquet eget sit amet tellus cras
adipiscing enim. Est velit egestas dui
ornare arcu odio tri stique senectus netus
et malesuada pellent.

[Learn More](#)

| Month 2021 | | | | | | |
|------------|-----|-----|-----|-----|-----|-----|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
| 28 | 29 | 30 | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | 1 |



About Lexington

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer dignissim imperdiet neque. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas malesuada scelerisque nunc, at mollis libero commodo quis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer dignissim imperdiet neque. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas malesuada scelerisque nunc, at mollis libero.

Upcoming Events

- Viverra aliquet eget sit amet tellus cras Mar 1
- Viverra aliquet eget sit amet tellus cras Mar 1
- Viverra aliquet eget sit amet tellus cras Mar 1

[See All](#)



Quick Link

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer dignissim imperdiet neque. Orci varius natoque penatibus et magnis dis



Quick Link

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer dignissim imperdiet neque. Orci varius natoque penatibus et magnis dis



Quick Link

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer dignissim imperdiet neque. Orci varius natoque penatibus et magnis dis

[Logo]

[Home](#)

[Events](#)

[Village Info](#)

[Municipal Services](#)

[Community Resources](#)

[Contact](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer dignissim imperdiet neque. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas malesuada scelerisque nunc, at mollis libero commodo quis. Lorem ipsum dolor sit amet.

[Lorem ipsum dolor sit amet](#)

Viverra Aliquet Eget Sit

Viverra Aliquet Eget Sit

*Vestibulum imperdiet nibh. Lorem ullamcorper rutrum.
Vestibulum lacina risus. Donec sit amet lectus mauris.
Fusce tempus neque.*

Find Events

Wednesday, 26th, 11:30 AM - 1:00 PM

26

28

AM

SEARCH NOW

Event Title
Month 03, 2021

Placeholder text for event description

LEARN MORE

Event Title
Month 03, 2021

Placeholder text for event description

LEARN MORE

Event Title
Month 03, 2021

Placeholder text for event description

LEARN MORE

THE HEADLINE GOES HERE

Headline Goes Here

Quick Link
Description of quick link

Quick Link
Description of quick link

Quick Link
Description of quick link

TESTIMONIAL

Happy Visitor Say's ...



*Vestibulum sollicitudin quis, in ante a justo nullam cursus
Vestibulum imperdiet nibh. Vestibulum lacina risus. Donec sit amet lectus mauris.
Fusce tempus neque.*

THE HEADLINE GOES HERE

Viverra Aliquet Eget Sit

CLICK HERE TO WATCH THE VIDEO



CLICK HERE TO WATCH THE VIDEO

[Logo]





CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

03/29/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

| | | | |
|--|--|--|--|
| PRODUCER SCHERZ INSURANCE GROUP - FARM BUREAU 41000 7 MILE RD SUITE 110 NORTHVILLE MI 48167 | | CONTACT NAME: WERNER SCHERZ PHONE (A/C No. Ext): 248-349-5534 FAX (A/C No): 888-571-6084 E-MAIL ADDRESS: wscherz@fbinsmi.com | |
| INSURED EGO LLC 551 KENNESAW ST BIRMINGHAM MI 48009 | | INSURER(S) AFFORDING COVERAGE INSURER A: UNITED STATES LIABILITY INSURANCE NAIC # 25895 INSURER B: FARM BUREAU GENERAL INS CO OF MI 21547 INSURER C: INSURER D: INSURER E: INSURER F: | |

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| INSR LTR | TYPE OF INSURANCE | ADDL INSD | SUBR WVD | POLICY NUMBER | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS |
|----------|---|-----------|----------|---------------|-------------------------|-------------------------|--|
| A | <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR | Y | | MTK1565997 | 08/28/2020 | 08/28/2021 | EACH OCCURRENCE \$ 1,000,000 |
| | <input checked="" type="checkbox"/> PROFESSIONAL LIABILITY | | | | | | DAMAGE TO RENTED PREMISES (Ea occurrence) \$ |
| | GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input checked="" type="checkbox"/> OTHER: HIRED & NON-OWNED | | | | | | MED EXP (Any one person) \$ |
| | AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS | | | | | | PERSONAL & ADV INJURY \$ |
| | UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$ | | | | | | GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 PROF LIABILITY \$ 1,000,000 |
| B | WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below | Y/N Y | N/A | WCC 3257877 | 08/27/2020 | 08/27/2021 | <input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000 |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

excess.

CERTIFICATE HOLDER

Village of Lexington
 7227 Huron Ste. 100
 Lexington, MI 48450

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Werner H Scherz



**VILLAGE OF
LEXINGTON**

REQUEST FOR PROPOSAL (RFP)

ISSUE DATE: March 25, 2021

PROJECT: Village of Lexington Website Design

ISSUING ENTITY: Village of Lexington
7227 Huron Ste. 100
Lexington, MI 48450

CONTACT: Holly Tatman, Manager
Telephone: 810-359-8631 x105
E-mail: htatmanvillagemgr@gmail.com

PROPOSAL
DUE DATE: April 16, 2021 at 12:00 pm

Return Proposals to: Village of Lexington
Attn : Village Clerk
7227 Huron Ste. 100
Lexington, MI 48450

OBJECTIVE

The Village of Lexington is seeking proposals from qualified vendors to redesign and develop its website(www.villageoflexington.com). The goals for the website include, but are not limited to, the following:

- Enhance Functionality of the website
- Expand online service capacity
- Extend reach on multiple platforms (Responsive Web Design-mobile friendly)
- Promote community and economic development
- Support special events within the community
- Enhance the community image and identity
- Showcase the Village visually through an attractive and user-friendly site
- Easy to learn software for a user-friendly platform to operate
- Delivery of eGovernment services
- All 24-hour access to village information, forms, inquiries and the ability to conduct business that would otherwise occur over the phone, in person, or via regular mail delivery.

The new website will be hosted in the United States. Our vision is to have a secure site that is multiplatform for MAC and PC users, tablet users, and smart-phone users. The focus will be on the user's experience to quickly and directly navigate to the information, services and contracts they may need in an efficient and simple manner.

COMMUNITY BACKGROUND

The Village of Lexington is a rural, waterfront, tourist community located in southeastern Sanilac County, on Michigan's beautiful Lake Huron shoreline. We are a high traffic tourist town during the warm weather months and a quiet hideaway during the cold winter months.

The Village is located approximately 20 minutes north of Port Huron where I-94 and I-69 end and merge into the Blue Water Bridge leading to Canada. This enables tourists coming from the city or western Michigan easy access to our Village by heading north up M25.

The Village has a quaint downtown main street area, public beach, a theatre, restaurants and shops to chose from. The Village also has plenty do by way of events each week throughout the summer months.

AUDIENCE

The key users of the site will be residents, visitors, business owners, community groups, Township Council, Boards and Commissions and Village Staff.

PROPOSALS

- A. This document will become the proposal when it is filled out, signed and submitted by a potential vendor to the Village at the address listed above.
- B. Proposals must be signed by an official authorized to bind the vendor to the provisions of the proposal.
- C. The Village may consider any proposal on which there is an alteration of or departure from this format, as provided, and at its option, may reject the same. The Village reserves the right to reject any and all proposals and to waive any irregularity in proposals received whenever such rejection or waiver is in its best interest.
- D. The Village may choose to interview selected vendors prior to awarding a contract.
- E. The contract will be awarded to the vendor who, in the Village's sole discretion, provides a proposal that is most responsive to meeting both the needs of the Project and the Village.
- F. The Vendor to whom the Award is made will be notified at the earliest possible date.

PROJECT REQUIREMENTS

- A. The Vendor is responsible for maintaining insurance and for providing certificates of liability insurance to the Village, including proof of Workers' Compensation insurance. Insurance limits of liability shall not be less than \$1,000,000 and policies will provide that no cancellation or reduction in coverage for any reason. Village of Lexington must be named additional insured. Automobile Insurance covering all owned, hired, and no owned vehicles with personal protection insurance and property protection insurance to comply with provisions of the Michigan No Fault Insurance Law.
- B. The Vendor will ensure that its employees adhere to professional code of conduct while engaged in Village work, including, but not limited to, the following: no smoking or drinking alcohol, no use of drugs. In addition, proper attire including shirts must be worn at all times. The Vendor's employees shall not use profane or vulgar language and shall behave in a courteous and respectful manner when dealing with members of the public or property owners with whom they come in contact while performing work authorized by this contract.
- C. The Vendor shall indemnify, defend, and hold harmless the Village of Lexington against all damages or alleged damages to any structure or injury to any individuals as result of his/her operations.
- D. The Vendor shall not sublet, assign or transfer services being provided without the

written consent of the Village of Lexington.

- E. Pricing must include the cost of all labor and materials, fuel, tools, equipment, transportation and all other expenses as may be necessary for the proper execution and completion of the work.

REQUIRED TOOLS AND FUNCTIONALITIES

- Ease of expansion and evolution
- Adaptive browsing
- Ability to embed other web-based formats including GIS, Social Media platforms, recreation program software, and shared calendars
- Gather information on forms, databases and other tools for general information or department specific areas
- Capability for easy and fast searching of the site
- A, user-friendly, industry standard and non-proprietary content management system that will allow staff with minimal technical expertise to update pages
- Website analytics and reporting and site traffic monitoring. Also needs to include a website spam security software.
- Provide communication plan for customer information and routine maintenance notifications – this should include an escalation policy for production support issues
- Website must have a strong presence on the Internet and include metatag development and search engine optimization
- A complete, attractive and accurate presentation of the Village, all departments and their related services, contracts, telephone numbers, and FAQs
- Responsive PDF capabilities
- Photographs and graphic elements should be placed on pages where appropriate: photographs will be provided in digital format; and graphics should be optimized in order to decrease download time
- Website should serve as vehicle for communication between Village Board, staff and constituents; this may include the ability for residents and visitors to opt-in to general and department specific newsletters, text alerts, or mailed information about a range of Village topics and news. Creation of email addresses for staff and council members.
- Inclusion of video and other graphic elements now or in the future
- ADA compliance

SCOPE OF SERVICES

The Village of Lexington is open to creative options that will enhance the user's experience and modernize the overall look of the Village's online home. Final structures and designs will be decided in consultation with the successful vendor. Vendors should organize their proposal into the following areas for consideration:

A. *Design*

- Redesign the Village of Lexington's website, including overall theme, consistency of look and feel with our current branding standards, and ease of navigational options
- Provide at least three (3) proposed design mock-ups for review or three (3) acceptable past examples of government website work

B. *Content Management*

- See Tools and Functionality above
- Focus on ease of use for Village staff to maintain, update and expand website
- Hosting solution for forms, data caches, documents, etc.

C. *Production*

- The successful vendor will provide a fully operational and working website
- Undertake content migration as needed and directed in consultation with Village
- Must have cross browser capability; including mobile device considerations (auto detect)
- Include industry-standard security measures and solutions
- Use methods to secure email addresses from spammers and hackers
- Be designed with functionality on the back end that facilitates integration of additional features in the future

D. *Training and Support*

- Provision of full training on CMS usage for applicable staff
- Creation of a user manual for the Village of Lexington
- Site monitoring solutions

E. *Proposed Project Costs*

- Breakdown of cost by production hours, tools and functionalities
- Use and identification of subcontractors
- On-going/future maintenance support if interested
- License fees
- Training and style guide
- Other miscellaneous costs

EVALUATION CRITERIA

Responses to this RFP will help the Village identify the most qualified web vendor and will be indicative of the level of the firm's commitment. The Village will evaluate the qualifications, references, overall fit with the Village, as well as the pricing structure and cost to determine the most qualified web vendor.

SELECTION PROCESS

The selection process will involve the following phases:

Phase 1: A Village review team will evaluate vendor submittals. The initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. Review will include the vendor's acceptance of RFP terms and completeness of submissions.

Phase 2: Interview of most qualified applicant(s)

Phase 3: Review team will check references given

Phase 4: The Village will enter into negotiations leading to a professional service agreement

SCHEDULE

The approximate RFP schedule is summarized below:

- Issuance of RFP: March 25, 2021
- Vendor submittals due: April 16th, 2021 at the Village Hall via email, mail, or personal delivery

BID FORM

Contract Services for Website Design

Contractor: EGO, LLC

Address: 280 N. Old Woodward Ave. Birmingham, MI 48009

Telephone: (248) 792-8133

E-mail: hello@egodetroit.com

Number of Full Time Employees Currently Employed: 3

Number of Part Time Employees Currently Employed: 4

Total Project Cost: Eighteen Thousand Dollars plus one hundred dollars a month for hosting

Total Project Cost Written Out: \$18,000 + \$100/month hosting

Brief Description of your Company and Similar work Experience:

Please see attached Client Reference Sheet.

Provide name, address, and telephone number for at least five references.

All bids must be submitted by April 16th at 12:00 pm

Village of Lexington: Website RFP

2 messages

Paul Christy <paul.christy@egodetroit.com>
To: Holly Tatman <htatmanvillagemgr@gmail.com>

Tue, Mar 30, 2021 at 8:44 AM

Good Morning Holly,

Please confirm receipt of our proposal for the Website Redesign project.

Thank you, and look forward to hearing from you.

Paul Christy
P 248.792.8133

280 N. Old Woodward Ave.

Birmingham, MI 48009

[Click here to schedule a meeting on your next project.](#)

How are we doing? [Leave a review.](#)

4 attachments

 **EGO - Village of Lexington Website Design .pdf**
6128K

 **Lexington - Website RFP final.pdf**
133K

 **Village of Lexington - 3 Mock Ups.pdf**
2810K

 **Insurance Certificate.pdf**
590K

Holly Tatman <htatmanvillagemgr@gmail.com>
To: Paul Christy <paul.christy@egodetroit.com>

Tue, Mar 30, 2021 at 9:07 AM

Received. Thank you.

[Quoted text hidden]

--

Holly Tatman

Village Manager

Village of Lexington

810-359-8631

810-488-1157 c

htatmanvillagemgr@gmail.com

VILLAGE OF LEXINGTON
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD

BYLAWS AND RULES OF PROCEDURE

The main function or purpose of the following bylaws is to establish the rules of operation for the Downtown Development Authority (referred to herein as “DDA” or “Authority”). In addition to establishing procedure, the bylaws also describe the organization framework of the DDA and in general terms, define the duties and responsibilities of the DDA

Village of Lexington
Lexington, Michigan 48450

VILLAGE OF LEXINGTON
DDA

Bylaws and Rules of Procedure

Article I: Authority

The rules of procedures of the Village of Lexington DDA Board are subordinate and subject to Public Act ~~197~~ **57 of 2018** of the Compiled Laws of Michigan of ~~1975~~, as amended, and Ordinance No. 88 of the Village of Lexington, as amended.

Article II: Title

The title of the governing body shall be “The Village of Lexington Downtown Development Authority Board” and shall be referred to herein as “Board”.

Article III: Members

Section 1

The Board shall be composed of the Village President and not less than eight (8) or not more than twelve (12) members. Members shall be appointed by the Village President, subject to approval of the Village Council.

Section 2

The terms of office of the members of the Board shall begin on the first day of November nearest the date of appointment. Each member’s term shall be four (4) years, except that in the case of the first Board appointed hereunder, an equal number of members shall be appointed for a term of one (1) year, two (2) years, three (3) years, and four (4) years to the extent possible. Each member shall hold office until his or her successor is appointed. Vacancies shall be filled by the Village President, subject to approval of the Village Council.

Section 3

Removal. An officer or member of the Board may be removed for neglect of duty, excessive absence, misconduct, malfeasance, or any other good cause as determined by the Village Council.

Section 4

Conflict of Interest. A member that has a conflict of interest regarding any matter before the Board shall disclose the interest prior to any action the Board may take with respect to the matter. The disclosure shall become part of the record. Any member making such

disclosure shall then refrain from participating in the Board's discussion and decision relative to the matter.

Section 5

The Authority shall perform all duties required and necessary to maintain and implement the written development plan and tax increment financing plan in current, legal and functional condition. The Authority shall satisfy all disclosure and reporting requirements under Michigan law. The Authority shall update the development plan for the downtown district every five (5) years. The Authority shall adopt and implement bid procedures consistent with the Village Council.

Article IV: Officers

Section 1

The Board shall be comprised of the following officers:

Chair, who shall preside at all meetings and have such other duties as further prescribed in the bylaws.

Vice-Chair, who shall perform the duties of the Chair in his/her absence and/or upon his/her inability to act and have such other duties as the Board may, from time to time, determine.

Secretary, who shall maintain a record of all meetings, have authority to execute documents on behalf of and at the direction of the Board, and have such other duties as the Board may, from time to time, determine.

Treasurer, who shall handle all financial matters of the Authority and be bonded by a Michigan authorized bonding company in the amount of \$100,000.

Section 2

The Board shall elect officers each year for a term of two (2) years at the first regular meeting in November and shall hold office until his/her successor is elected and assumes office.

Section 3

Delegation of Duties of Officers, In the absence of any officer of the Board, or for any other reason that the Board may deem sufficient, the Board may delegate, from time to time and for such time as it may deem appropriate, any and/or all of the powers and/or duties of such officer to any other officer, or to any Board member, upon approval of the Board.

Duties and Responsibilities of Officers, The DDA shall perform all duties required and necessary to maintain the written development plan and tax increment financing plan in current, legal and functional condition.

The DDA shall perform all disclosure requirements and reports as may be made necessary by State Government mandates.

The DDA shall update the development plan for the downtown district on a five-year schedule coincident with other master plan updating required by the Planning Enabling Act.

The DDA shall adopt and practice bid procedures that coincide with that of the Village Council.

Article V: Meetings

Section 1

An annual meeting of the Board shall be held on _____ each year. The Board shall hold regular meeting at such time and place as the Board shall from time to time determine, with at least one (1) regular meeting each month unless there is no business on the agenda. Special meetings of the Board may be called by the Chair, acting Chair or majority of the Board.

Section 2

All meetings of the board shall be held in accordance with the Open Meetings Act, PA 230 of 1976. Robert's Rules of Order shall govern the proceedings of the meetings.

A majority of the members of the Board then in office shall constitute a quorum for the transaction of business. The vote of the majority of the members present shall constitute the action of the Board.

Article VI: The Order of Business

Section 1

The order of business for a regular meeting shall be:

1. Call to order by Chair or Vice-Chair
2. Roll call
3. Determination of a quorum
4. Approval of Minutes of last preceding meeting
5. Hearings
6. Old Business
7. New Business
8. Adjournment

Section 2

The Chair shall have the discretion to change the order of business whenever he/she deems it advisable to do so either before or during the meeting.

Article VII: Minutes

Section 1

The Board shall maintain minutes of all meetings, which All minutes shall be filed with the Village Clerk.

Section 2

The Secretary or the Chair shall sign all minutes, after approval by the Board.

Article VIII: Committees

Committees may be established as the Board, from time to time, deems necessary.

Article IX: Amendment of the bylaws

These bylaws may be amended by the affirmative vote of the Board, subject to the approval of the Village Council. No amendment shall be made unless written notice to amend is filed with the Secretary at a regular meeting immediately preceding the meeting at which the motion to amend the bylaws is made. This requirement may be waived by unanimous approval of the Board.

Article X: Contracts, Loans, Checks and Deposits

Section 1 Contracts

The Board may authorize any officer(s), to enter into any contract or execute and deliver any instrument in the name of and on behalf of the Authority and such authority may be general or confined to specific instances. Under no circumstances, however, shall an expense be contracted unless such expense is part of the budget approved by the Village Council.

Section 2 Checks, Drafts, etc

All checks, drafts or other orders for the payment of money, notes or other evidences of indebtedness issued in the name of the Authority shall be signed manually or by facsimile signature by such officer(s) of the DDA and in such manner as shall from time to time be determined by resolution of the Board. All requests for purchase or payment on behalf of the Authority shall be made to the Village Treasurer.

Section 3 Deposits

All funds of the Authority shall be immediately deposited to the credit of the Authority in such banks, trust companies, or other depositories as the Board may select.

Section 4 Sources of Revenue & Permitted Expenditures

The activities of the Board shall be financed from one or more of the funding sources set forth in Public Act 57 of 2018. The Authority shall obtain approval of the Village Council for all development and financing plans and operation.

Article XII: Fiscal Year

The fiscal year of the Authority shall correspond at all times to the fiscal year of the Village of Lexington.

Section 1 Budgets

The Board shall prepare and submit a budget for the operation of the Authority for approval by the Village Council **by June 1 of each year.**

Article XIII: Certification

The undersigned being, respectively, the duly appointed Clerk of the Village of Lexington and duly appointed Chairman of the Lexington Downtown Development Authority do hereby certify that the foregoing bylaws were adopted at a meeting of the DDA Board on _____ and approved by the Village Council at its meeting of _____, subsequently amended as follows:

Beth Grohman, Clerk
Village of Lexington

Chairman
Lexington Downtown Development Authority

RECEIVED
JUN 17 2021

w e e k e n d s

7266 HURON AVENUE LEXINGTON, MICHIGAN 48450

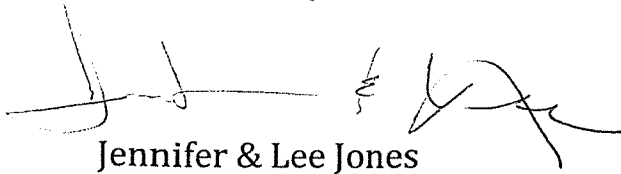
June 16, 2021

The Lexington DDA
7227 Huron Ave
Lexington, Michigan 48450

Just a note of thanks for your recent grant to our business.

The DDA's support of small business in our community is greatly appreciated. Small businesses are vital to maintaining a vibrant community. Your recognition of this is evident by your action in providing financial assistance to the business community

Again, thank you,



Jennifer & Lee Jones