

TOWN OF COTTAGE GROVE
PUBLIC HEARING AND TOWN BOARD MINUTES
MARCH 17, 2025

PUBLIC HEARING FOR ORDINANCE REVISIONS

- I. Notice of the public hearing was posted at the Town Hall, on the Town's web site and Facebook page. Chair Kris Hampton and Supervisors Mike Fonger, Steve Anders, Kristi Williams and Mike DuPlayee were present, along with Clerk-Treasurer Kim Banigan, Highway Superintendent Dan Dresen and Deputy Eric Miller. Others present are listed on the sign-in sheet available in the Clerk's office.
- II. Hampton read the notice. Discussion centered on proposed revisions to section 9.05 Parking Restrictions. The revisions proposed by Highway Superintendent Dan Dresen were meant to specifically prohibit parking on the pavement during winter weather events. Tom Lehman, 2643 Bluebird Lane, asked for a definition of winter weather event, and questioned why cul-de-sacs have not been cleared of snow as well during recent years. Ed Gaudet, 4546 Sundance Ct, also expressed concern about snow removal on cul-de-sacs, stating that snow used to be pushed out of the way but has recently been left in front of driveways. There was also discussion about a possible alternative for the word Highway when referring to Town roads, and clarifying existing language about parking on the pavement.
- III. **MOTION** by Anders/DuPlayee to close the public hearing. **MOTION CARRIED 5-0.** The public hearing ended at 7:09 P.M.

TOWN BOARD MEETING

- I. ADMINISTRATIVE
 - A. Notice of the meeting and attendance were as described above for the public hearing
 - B. Hampton called the meeting to order at 7:09 P.M.
 - C. Flag Pledge.
 - D. Discuss/Consider approval of minutes of previous meetings: **MOTION** by Williams/DuPlayee to approve the minutes of the March 3, 2025 meeting as presented. **MOTION CARRIED 5-0.**
 - E. Finance Report and Approval of Bills:
 1. **MOTION** by DuPlayee/Fonger to approve checks #37755-37798 and EFTs in the amount of \$642,390.95, **MOTION CARRIED 5-0.**
 2. **MOTION** by Anders/DuPlayee to approve payment of \$1,755.00 to General Engineering for February Building Permits. **MOTION CARRIED 5-0.**
 - F. Public Concerns: None.
- II. BUSINESS
 - A. Review February Police Activities: The monthly report showed 328 calls for service and 97 citations issued in February. Deputy Miller said they continue to see excessive speeds in the 60-70+ mph range on Vilas and Gaston Roads. A "Kick it with a cop" event is planned for July 24th at Pheobe Bakken Park.
 - B. Consider adoption of Ordinance 2025-03-17a adopting revisions to Chapters 8, 9 and 12 of the Town Code of Ordinances: **MOTION** by DuPlayee/Fonger to table this until April 7th to allow the Clerk-Treasurer to consult with the Town Attorney regarding questions about section 9.05 listed above. **MOTION CARRIED 5-0.**
 - C. Consider adoption of Ordinance 2025-03-17b Reducing the Frequency of Fire Inspections: **MOTION** by Anders/Fonger to adopt the ordinance as presented. **MOTION CARRIED 5-0.**
 - D. Consider adoption of Resolution 2025-03-17 Granting Conditional Approval of the Final Plat for Kennedy Hills First Addition: Ed Gaudet expressed concerns over the affect the new wells might have on existing wells in the American Heritage subdivision. Hampton read a letter

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that the Town Engineer provided in response to an earlier similar inquiry (Exhibit A). Hampton also stated that the much deeper Village well to the west is probably much more likely to have an effect than wells for the new homes. Gaudet asked what recourse property owners would have if their wells were affected. Hampton could not recollect any well in the Town going dry in the past 30 years. **MOTION** by Anders/Williams to adopt the resolution with a revision to the date of the Town Engineer's letter in item 1. k. to March 12, 2025 and the addition of item 1. l. to state "The Developer shall address all comments on the Town Planner's letter dated March 11, 2025, to the satisfaction of the Town Planner." It was also noted that the signature block for the Town Treasurer should be revised to indicate the Treasurer is appointed, not elected. **MOTION CARRIED 5-0.**

- E. Discuss/Consider proposal from Town Web for three year contract for Web Site Hosting, including upgrade to their new platform: A memo from the Clerk-Treasurer described the circumstances of the contract (attached as Exhibit B). There were questions about exactly what the ADA compliance option will add, and if the White Glove service is necessary. Banigan will see if she can get more information about the ADA compliance option, but she understands that is required by a DOJ ruling. She said the Town has not subscribed to the White Glove service before because staff is competent to make web site revisions themselves, however, the new platform is missing a critical function that would require assistance through this service. Town Web has indicated they will replace the service soon, and discounted the service for year one of the contract. She will attempt to reserve the right to cancel the White Glove service in years 2 and 3 of the contract. **MOTION** by Fonger/DuPlayee to approve the three-year contract including the update to the new platform but no re-design of the web site, and authorizing the Clerk-Treasurer to pay the bill that will be due on April 1st, before the next Town Board meeting. **MOTION CARRIED 5-0.**
- F. Set date for annual road and park inspection: Consensus was for board members to meet at 10:00 a.m. on Friday, April 11th to begin the inspection.
- G. Consider approval of closing the Town Office for electrical service upgrade, tentatively scheduled for May 12th: **MOTION** by Anders/DuPlayee to close the office for the electrical update, with pay for office staff scheduled to work whatever day it ends up being. **MOTION CARRIED 5-0.**
- H. Consider direction on digging in road right-of-way: Earlier this week, the Town crew struck a gas main when putting up a new sign on Vilas Road. They had not contacted Diggers Hotline in advance. Direction was given that Diggers Hotline should be contacted any time power tools will be used in the road right-of-way.

III. PUBLIC WORKS DEPARTMENT ACTIVITY UPDATE:

- A. Report of Road Right-of-Way permits: No permits have been issued since the last meeting.
- B. New steps were installed on the play structure in American Heritage Park. The crew has been performing the required 10-year replacement of signs. Seasonal weight limits are still on but will probably be lifted soon. The yard waste site will be opened once weight limits are off. The replacement of the roof at 4091 CTH N is under way, and the salt shed roof is scheduled for next week. Dresen discussed the Bass Park zip line with the installers, who thought the plan to raise the seat up should be fine.
- C. Anders asked about getting a blind driveway or limited sight sign for a driveway across the road from his home. Fonger asked about putting up some kind of markers to make it easier to find the Town Hall driveway. Dresen will look into both of these.

TOWN OF COTTAGE GROVE
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IV. CLERK-TREASURER'S OFFICE UPDATE: Banigan reported that absentee voting in the Clerk's office for the April 1st Spring Election begins tomorrow. The annual e-waste drop-off event is scheduled for May 3-8.

V. BOARD REPORTS AND COMMUNICATIONS:

A. Hampton reported that a feasibility study and plan set for the new Dane County landfill is available in the Town Office.

VI. COMMITTEE REPORTS: None.

VII. Adjournment: **MOTION** by Anders/DuPlayee to adjourn. **MOTION CARRIED 5-0.** The meeting ended at 8:09 P.M.

Kim Banigan, Clerk-Treasurer
Approved 04-07-2025



EXHIBIT A

Kim Banigan <clerk@towncg.net>

Well info

1 message

Nickolas Bubolz <nbubolz@tcengineers.net>
To: Kim Banigan <clerk@tn.cottagegrove.wi.gov>

Tue, Nov 5, 2024 at 10:26 AM

Kim,

We looked at several well construction records from the existing subdivisions, they are cased through clay/sand/gravel and open to limestone and sandstone below with depths ranging from 140 to 200 feet. Static water levels vary depending on location but generally range from 15-75 ft below ground.

The location of the water table can change over time with periods of drought or high precipitation, but the specific capacity of the wells should not change much unless they become clogged/plugged with iron precipitates or bacteria. Lack of production could also be a pump issue – a worn out pump will obviously pump less.

We would expect the wells for the new subdivision to be similar in construction to the existing wells and the density of the lots appears to be similar to the lots just to the south. If the existing residences do not have issues with having enough water at the current density of wells, then I don't see lack of water or substantial drawdown being an issue with adding 22 new residential wells in the sandstone/limestone aquifer.

Nick Bubolz

Nick Bubolz, P.E.

nbubolz@tcengineers.net

Town & Country Engineering, Inc.

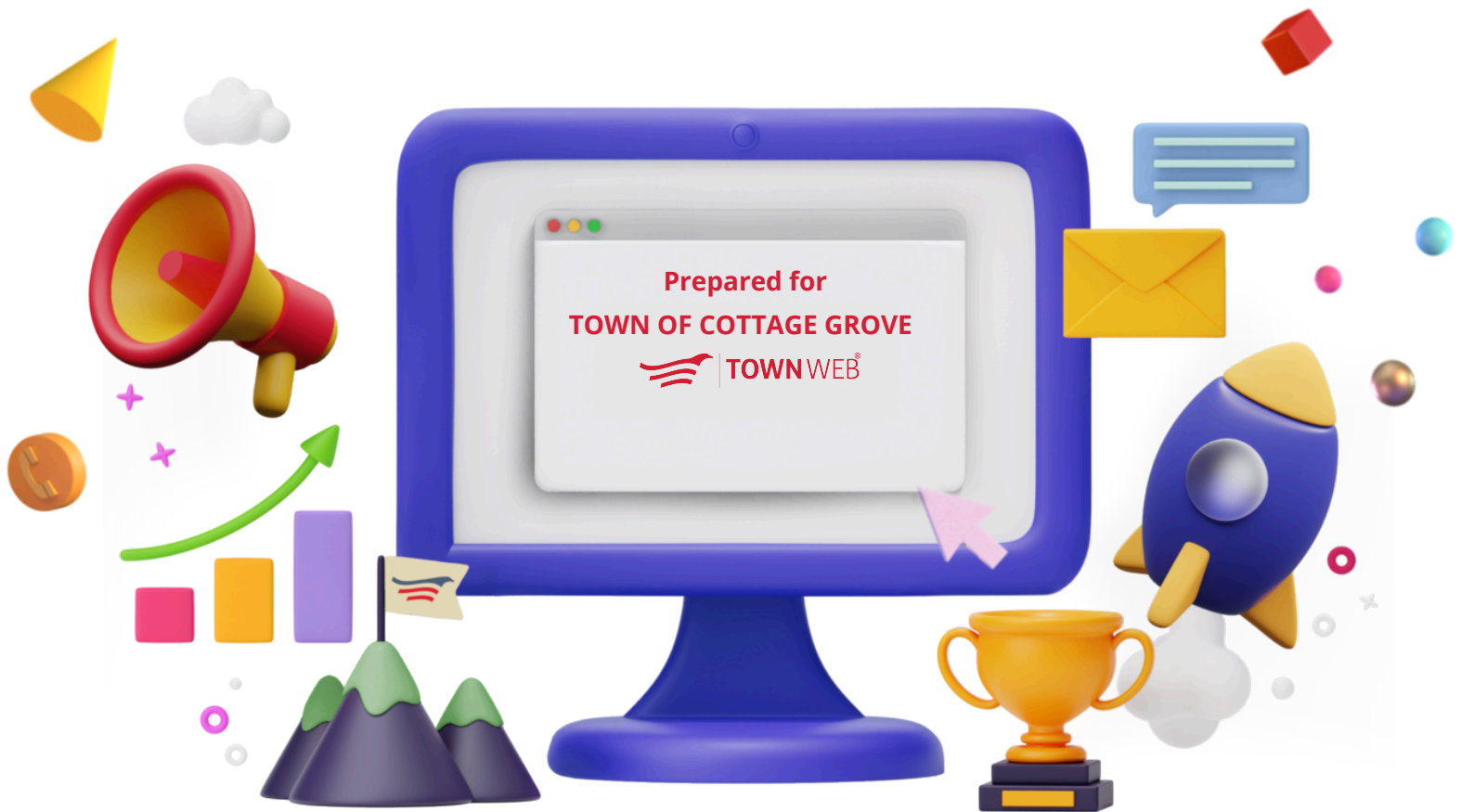
[6264 Nesbitt Road](#)

[Madison, WI 53719](#)

[\(608\) 273-3350](#)

EXHIBIT B

Town Web's Proposal for an Upgraded Website & Communication Platform



You Gain Civic Engagement Where Connectivity Meets Community

Delivered on: March 06, 2025 | **Submitted by:** Peter Stanko, Town Web | **Expiring on:** May 30, 2025

Town of Cottage Grove
4058 County Road N
Cottage Grove, , 53527-9503

Dear Kim,

I just wanted to drop you a quick note about some updates at Town Web. I want to tell you about things that are changing that affect your service with us, including upcoming pricing changes.

But first, I felt it might be helpful to give some of the backstory into Town Web and how it all began. Some of you might not really know the origin story.

It goes back more than 20 years. Back in 2001, in rural Wisconsin, I gave a bid and won the project to my first municipal client. That was Sevastopol in Door County, right next to where I graduated from high school. They were the first municipality in the county to even get a website. Then, a couple of years later, Jacksonport followed suit. I built and hosted these sites as a side gig while I worked full-time at an engineering company. The internet was so new and intriguing in the early 2000s, but I was really interested in working with new technology. After a couple of years in the corporate world, I left to pursue a Master's degree in Business Administration. That allowed me to work for larger and larger companies. Even though I had the regular 9-to-5, I would spend my evenings and weekends handling the extra work needed by the handful of web design clients – two of which were municipalities. The corporate world even brought me to Suzhou, China. I had an amazing experience working in product management for a fast-growing company, which was relatively unknown in the US in 2005/6. Now those products I worked on (Worx) are sold in every Home Depot and Lowe's in the US.

After a full year working abroad, I returned to the US and completed my MBA from Thunderbird School of Global Management (now part of Arizona State University). I was ready to hit the job market in full steam. I was pleasantly surprised when I interviewed, and subsequently got hired to work at a new technology startup. This was the summer of 2007 and the company was based in Los Angeles. My career dream had come true! I was always interested in technology and was excited to be working for a fast-growing internet company in the heart of it all (Spot Runner). The office was on Wilshire Boulevard. The founders raised over \$50M from venture capital at the time. I was employee #200 and was going to get stock options as part of the incentive package.

I even rented an apartment on the top floor of a complex with a distant view of the Hollywood sign.

I felt I had made it. I went from rural Wisconsin to a hot new startup in Los Angeles!

I felt on top of the world... *for about four weeks.*

Then one morning after I got to work, my boss called me into an empty meeting room. He shut the door and said he was letting me go. And like that, my dream vanished.

I returned to Wisconsin. Journalled about my experience, and started writing down the things I wanted to do professionally and personally.

On that list was doing municipal website design.

So in Summer 2007, I filed paperwork to officially start Town Web Design. The side gig was to grow into a full-time endeavor. It started as a one-person shop. I was doing the sales, the web development, and handling all tech support calls. Each month I printed out all the invoices, stuffed them in envelopes, and dropped them off at the post office to be mailed.

Looking back, things were simpler. Technology was primitive compared to today. The sites needed to load quickly on a desktop computer over dial-up internet. Nobody asked about mobile friendly web design, because smartphones didn't exist.

Nobody knew anything about ADA 508 compliance for websites. Nobody considered getting a dot Gov domain name. Facebook was only used by students at Harvard at the time.

To show how basic things were back then, clerks used to fax me the signed copy of the web design proposals.

Eventually, we grew. More and more municipalities found they would benefit from having an official website. Now we're entering our 17th year of being an official business. Nearly 800 municipal clients across 40 states rely on our services and support. I have what I think is the best job. I get to work with all the talented people that I personally hired. I get to work with a creative team on building the cool technology that makes your job easier and more enjoyable.

And we now have nearly 20 people working on our team. Some of them are in the front lines (like Chris, Jelena, Megan, and Peter), working to help find the right solutions for each person.

Several of them are the ones handling your tech support questions, like Dado, Francine, and Nikita.

We have a team of others handling the launch and design of your website and other technical projects, including Angi, Jenny, Jerrica, and Marta.

And likely if you've been a client for several years, you've had conversations with Aleks, Cristina, or Ivan that required their expertise.

And there are several folks behind the scenes who build and maintain the code that powers your website service. Thanks to folks like Andrei, Marco, and Srdjan, we're doing R&D to build new solutions to serve the municipal industry.

As you can see, we have quite a large team working for you, with you, and supporting the technology from behind the scenes. We've been growing over the past 17 years, but we have really grown a lot since the pandemic.

Despite this growth, we retain a personal relationship with you. I personally want to keep things non-corporate. I also want to keep things fun and enjoyable...not just for our team, but for you as an end user! I want to make a difference in the daily lives of staff members, like you, who rely on our technology to keep your residents informed.

For 17 years and counting, we've been improving our systems so that you as a client can rely on our software and service to have an easier municipal life. Technology has changed so much since our early beginnings. And things have evolved even more in the past four years since the pandemic than they did in the four years leading up to it. More and more of your residents rely on the deliverability of the mass communications that are sent out to residents via email and text messages. Countless municipalities rely on the technology we have to crosspost their website content onto their Facebook.

Our servers need to power growing communities. Our support staff has to be responsive to handle requests from each one of our clients.

So, here's the scoop which brings us full circle. It's not something I take lightly, which is why I want to explain everything as best I can and be fully transparent.

The costs from our software & hardware vendors have increased in the past four years. Our office rent has increased. The cost of labor has increased. Heck, even the municipal associations have increased their marketing & advertising fees to us! We are at the point where we need to also re-adjust our pricing. We simply need to put it back in line with the level of service we provide.

As you will have noticed over the years, Town Web has always provided fixed pricing for our hosting & services. We never baked in annual price lifts. Most of our clients have not been affected by a pricing increase in over four or five years.

If you're currently in a hosting contract with us, your price is unaffected.

If you're not in a hosting contract or will be soon coming out of a hosting contract, then you will be getting a call and email from Jelena. She's going to provide you with some options for getting into a new hosting and support contract with us.

We understand how important it is to stick to an approved budget and not get hit with any unexpected or unbudgeted surprises. So Jelena is going to work with you. Our changes will go into effect from April 30th onward, or your next billing cycle, whichever is later.

If you've got any questions or want to chat about this, get in touch with Jelena. She's your Client Relations Manager and will do what is right to make you happy.

If you want to be proactive, you can reach her at jelena@townweb.com, otherwise, she'll get in touch with you.

So look for a call or email from her. She's looking forward to making this change smooth. As smooth as peanut butter.

A handwritten signature in black ink that reads "Dustin Overbeck". The signature is fluid and cursive, with the first name "Dustin" and last name "Overbeck" clearly distinguishable.

Dustin Overbeck
President/Owner of Town Web

TOWN WEB IS HERE TO LISTEN AND HELP TOWN OF COTTAGE GROVE STREAMLINE ONLINE WORK

Municipalities' communication with their residents has drastically changed in the past two decades. Our team has interviewed dozens of city administrators and town clerks.

We learned that it was easier to communicate the happenings and official notices of a municipality in the late 90s. By publishing the official notices in the local newspaper and running the loop of the video recordings on the local cable access television station, everybody would know what was going on. However, things have changed.

Newspapers aren't the primary source of news like they were in the 20th century. Municipalities needed to stay current with modern methods of communication. This includes using newer technology, like text messaging, emails, and the various avenues of social media.

The channels of communication have multiplied. The demographics of your citizens have become more diverse. Millennials prefer to consume information differently from the Baby Boomer generation.

The challenge of local government is to provide information to **ALL** their constituents. Even if they're considered "*digital dinosaurs*" and want everything on paper and want to write checks. Or if they're "*digital natives*" and want the same information, but accessible on their phone and paying with a credit card.

Or somewhere in between for the rest.

This is exactly the challenge that your website vendor needs to solve for you. Town Web is uniquely positioned to solve this problem in a way that saves you and your staff time. Plus, it provides an online citizen portal that your citizens deserve.

The current challenge facing many local governments is the difficulty of effectively communicating with their constituents. Many existing municipal websites are outdated, difficult to navigate, and lack the necessary tools to keep the local residents informed and engaged.

We hear from countless others who also have problems maintaining a municipal website independently. It's cumbersome and overly complex. Still, many others do not get the type of support or assistance they expect to be successful in maintaining the website.

This problem is even more pressing in a post-pandemic world, where citizens are increasingly expecting digital services and communication from their government. The lack of an effective website and communication tool means that local governments are not able to effectively share news and notices, community and government events, and other department-related data. This has led to a decrease in the effectiveness of public services and an overall lack of engagement with local residents.

THIS IS WHERE TOWN WEB'S ONLINE DIGITAL SOLUTION HELPS YOU AND YOUR STAFF TREMENDOUSLY

Your Public Information Officer



At Town Web, we understand the critical role technology plays in the success of municipal websites. Our "White-Glove" service extends beyond exceptional customer support, encompassing the technical aspects that ensure your municipal website is secure, reliable, and always accessible.

You don't have to worry about annual domain management - we handle it for you. We maintain your website on our servers ensuring optimal performance. Our in-house developed Content Management Service (CMS) comes with a 99.9% uptime guarantee, providing a robust foundation for your website - and making your website the fastest municipal website on the web.

Every municipal site hosted by Town Web comes with a Secure Socket Layer (SSL) for secure and encrypted communication. We proactively monitor unauthorized access, keeping your website safe from potential threats. On top of that, daily backups of your site are stored off-site, ensuring quick recovery in case of unforeseen events. In the unlikely event of a setback, we guarantee immediate restoration of your website, utilizing the latest backup.

However, the backbone of Town Web's success lies in our commitment to unparalleled customer service. Our "White-Glove" approach ensures that you not only have a technically sound website but also receive unmatched support for any queries or needs.

Our support team is at your service round the clock, ready to assist with any technical, billing, or sales questions. With a commitment to resolving issues within four hours, our team ensures a prompt and efficient service experience. The most recent analysis says that no support ticket's left unanswered for more than 4 hours. Depending on the needs of your municipality, we provide a toll-free number you can reach us at during normal business hours. If you are eager to speak with our support masters in the higher-tier support package, you can do that - and it will never make a dent in your wallet. It's all included.

You will also receive one-on-one training, empowering you to manage updates and content independently. Ongoing training is provided for new staff or as needed, ensuring you make the most of your website's capabilities. While our Admin section is designed for ease of use, we understand some prefer a hands-off approach. Send us your content, and we'll handle the updates for you!

Choose Town Web for a holistic approach that combines technical excellence with unrivaled customer service. Elevate your municipal experience with our "White-Glove" service - where technology meets customer-centric support.



The Platform - Themes, Timeline, Technology & Features

User-Centric Design - Customized for you

Town Web's design team intertwines modern aesthetics with user-centric functionality, ensuring your municipal website not only looks sleek but also offers a seamless experience. The design concept focuses on ease of use for all users, regardless of their technical background. A contemporary layout ensures that your website is both visually appealing and intuitively navigable, whether accessed via desktop, mobile device, or tablet. ADA compliance further guarantees accessibility for all.

Our website solutions provide a range of themes, each designed to marry aesthetics with functionality. While cost-effective, these themes are not just pre-designed; they are a canvas awaiting your municipality's personal touch. Choose a theme and collaborate with your Project Manager and Account Manager to customize it, applying a unique color scheme, icons, and assets that resonate with your community. On top of that - you will be able to additionally add content of your liking to any page of your website.

Project Timeline

Embarking on a Town Web project is a breeze for you. We handle every aspect of the transition, ensuring minimal effort on your end. From transferring existing content to the new website to the meticulous design and development phases, our dedicated team manages it all. Your role is simple – guide us with your vision and wishes, and we'll transform them into a sophisticated and functional municipal website:

1. Designing the website layout and user interface
2. Integrating diverse content for a multimedia-rich experience
3. Configuring hosting, domain name, and new email addresses
4. Optimizing for enhanced search engine visibility
5. Implementing interactive features and contact forms
6. Ensuring security against malware and threats
7. Thorough testing, training, and a seamless Go-Live transition



Communication Platform - Only one place for all communication with the community

One of the main issues our customers faced ever since we started is the complexity of reaching out and communicating with as many members of the community as possible. Some regularly check out your municipal website. However, some only use their email and would like to get Newsletter updates on their emails. Over the last couple of years, there has been a significant increase in the number of constituents using Facebook for regular updates - and that's why we developed a set of tools that make communication extremely easy.

CALENDAR OF EVENTS

Facilitate transparent governance with a dedicated Calendar of Events. Specifically designed for Board and Council meetings, this feature ensures that residents stay informed about crucial municipal activities.

NEWS AND NOTICES WITH NEWS TICKER BAR

Keep your community engaged with a dynamic News and Notices section, complete with a News Ticker Bar. Timely updates and important announcements will be prominently featured, ensuring residents are always in the know.

EMERGENCY ALERTS AND NOTIFICATIONS

Prioritize community safety with an Emergency Alerts system. Urgent messages are displayed prominently on your homepage, simultaneously sent to all subscribers via email or text message, and posted to your Facebook page.

SUBSCRIBERS AND NOTIFICATIONS

Foster community engagement through subscriber management, allowing residents to subscribe to specific topics. Subscribers receive instant notifications via email and/or text messages, ensuring they stay informed on matters of interest.

CITIZENS' ENGAGEMENT AND REPORTING APP HEY311

Enhance citizen-city communication with Hey311, a dedicated app that streamlines service requests and non-emergency issue reporting. This user-friendly interface allows citizens to submit requests efficiently, and your city can manage and respond to them with ease.

Not-Yet-Seen Technology for Municipal Websites

Town Web's proprietary Content Management System (CMS), codenamed Juniper, is a state-of-the-art, cutting-edge web-based application coded with love in PHP and JavaScript that brings Municipal websites to a whole new level of simplicity, usability, speed, and security. Our team of developers worked for 12 months to bring to life the not-yet-seen technology in municipal websites which achieved 5 main key points:

1. **Stellar fast load times** - TTFB and first content paint do not exceed 500ms and are usually around 200ms. This translates to a "blink of an eye" once you type in the web address.
2. **Unbloated, static user side** - everything that loads after you type in the web address is loaded as static content super fast without encumbering your browser or device.
3. **Immutable and unhackable front end** - there is no direct connection to the database containing all the important stuff, the famous "below the kitchen sink stuff" that hackers love. Nothing is served directly from super-protected locations that we made untouchable from the internet. We value security so much that we rendered any potential hacking attempts useless because the server where your website is serves only what is public information, without any possibility of getting data stolen, lost, or manipulated. Guaranteed.
4. **Unparalleled experience** in managing your website content from our own proprietary Dashboard.

We guarantee that our new CMSv6 is a premium, hand-made, all-American Municipal CMS software designed and developed with the help of 15+ years of experience in serving over 800 US municipalities.



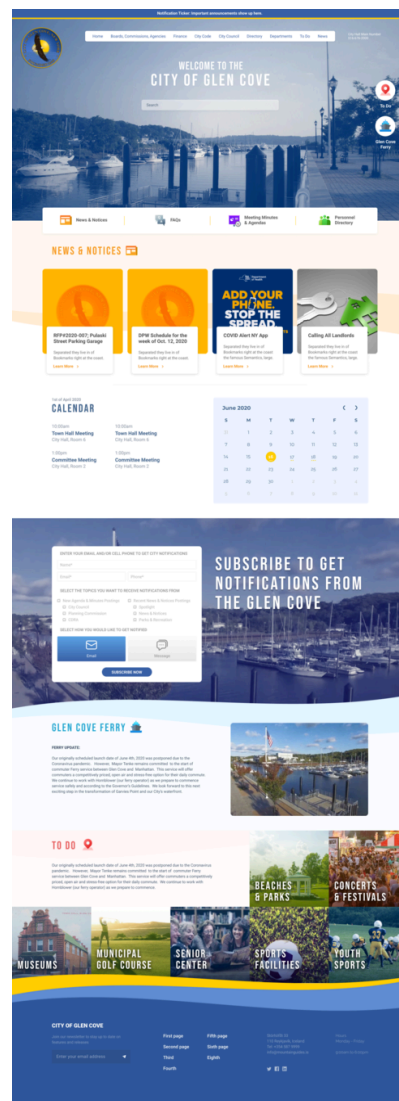
Make Your Municipal Website Unique

ON THE WHOLE-WIDE-WEB WITH THE ELITE WEB DESIGN PACKAGE

The Elite Web Design Package provides you with a "full-service" collaboration with our branding and design team, engaging your stakeholders in special meetings focused on design. These sessions, known for their enjoyable and interactive nature, include facilitated Discovery and Branding exercises that shape your custom UX/UI.

Opting for this exclusive package, you unlock a collaborative journey with our dedicated branding team, engaging in special meetings focused on design, Discovery, and Branding exercises.

These interactive sessions, far from the typical design experience, have been praised for their engaging and enjoyable nature. Attendees often find them surprisingly fun and beneficial. The collaborative efforts shape a unique User Experience/User Interface (UX/UI) for your website, ensuring it resonates with your municipality's personality.



The Elite Web Design Package extends the scope of work to encompass a wide array of branding and design services. From selecting premium typography and developing a UX/UI style guide for desktop and mobile to crafting custom illustrations and iconography, this package transforms your website into a visual masterpiece.

Embrace a visually enhanced website with a focus on personalized typography, custom illustrations, and a distinct UX/UI design that encapsulates your municipality's identity. The package includes the creation of a Style Guide, a versatile tool that extends its impact beyond your website to social media posts, letterheads, and other branding materials.

Immerse yourself in the design process, from Discovery and Branding exercises to the creation of appealing new designs for homepages and department pages. Our meticulous approach ensures that your municipality's online presence is not only functional but also visually striking, capturing the essence of your unique identity. Choose the Elite Web Design Package for a comprehensive and collaborative web design experience that goes beyond the ordinary.

Town Web's Online Digital Tools

Town Web's Online Digital Solution stands as an innovative cloud-based software platform, that connects seamlessly with your website. This comprehensive system, **aptly branded as "HeyGov,"** encompasses various modules designed to streamline municipal processes. The primary goal is to transition systems online, reducing workload and saving precious time for you.

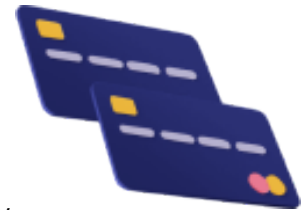


A key advantage of Town Web's Online Digital Solution lies in its ability to unite people, departments, and citizens on a single digital platform. At its core, the platform offers robust tools for drafting, editing, and managing documents. Notably, the forms, licenses, and applications created within this solution can seamlessly integrate into your website. These forms are intelligently linked to your payment system, ensuring effortless collection of fees with each form submission and simplifying your overall bookkeeping process.

HeyGov Pay

The era of checks and cumbersome payment methods is gone! Town Web brings you a state-of-the-art payment portal, featuring the HeyGov Pay Module, designed to redefine your municipal utility billing experience.

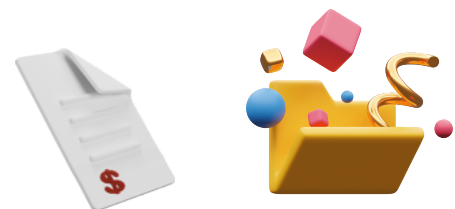
Connect effortlessly with HeyGov's payment portal to start collecting credit card payments. Enjoy the flexibility of accepting payments online, in person, or remotely. Plus, streamline reconciliation by directly syncing with your Utility Billing or Accounting software. HeyGov introduces a cutting-edge solution, sparing you from the nostalgia of handling checks. It's time to embrace technology that aligns with the fast-paced digital age.



You can offer your residents the convenience of online credit card payments. HeyGov's utility payment portal provides residents with a centralized hub for viewing invoices, storing payment methods, and setting up handy payment reminders – all at their fingertips. No more manual data entry or reconciliation headaches! HeyGov seamlessly integrates with your utility billing software, automating payment posting and reconciliation. Save valuable time and resources while ensuring accurate financial transactions. We have meticulously crafted a solution that anticipates your needs. And it's right at your fingertips.

HeyLicense

Town Web's HeyGov Modules redefine municipal processes, bringing efficiency and modernization to everyday tasks. With HeyGov's comprehensive HeyLicense Module, municipalities can seamlessly digitize and streamline their paperwork processes. This module allows for the effortless receipt and processing of various municipal forms, licenses, applications, and documents, such as dog licenses, building permits, operator licenses, boat launch permits, and land use applications. HeyGov facilitates the transition from traditional paper-based workflows to an agile and responsive digital platform. Citizens and local businesses can conveniently submit information, and the HeyGov solution ensures that paperwork becomes a fluid, digital asset, efficiently flowing through the entire organization with custom-built workflow rules.



Embrace a new era of licensing with HeyGov's user-friendly HeyLicense Module, offering a hassle-free online experience for tasks like dog licenses. Simplify the process with perfect payments—residents can easily manage their dog's license in just a few clicks. HeyGov is a powerful ally for local governments, designed to alleviate the burdens of daily tasks and save municipal staff up to five hours per week. Whether it's managing dog licenses or handling building permits, HeyGov offers modern solutions that transform traditional processes into streamlined, online experiences. Enjoy the convenience of online applications, tracking, workflow management, and secure payment processing—all in one comprehensive system. With HeyGov, municipal staff can effortlessly navigate the complexities of licensing and permitting in the 21st century.



HeyReserve

With HeyReserve's intuitive platform, your constituents and visitors can effortlessly book city amenities like park shelters and pavilions, streamlining the process for community or personal activities. It facilitates easy access to town rules, policies, and online fee payments, ensuring a seamless experience for all users.

Experience the convenience of HeyReserve in managing online park reservations, covering park pavilions, shelters, community centers, and more. Imagine having an online booking calendar embedded on your website, allowing residents to explore available dates, and times, and even make secure credit card payments for deposits and rental fees. It's like having an "Airbnb for parks & recs" at your fingertips, eliminating administrative overhead and providing a user-friendly booking calendar that enhances your community's engagement.



Our commitment to simplicity extends to the Simplified Short-Term Rental (STR) Applications feature. We understand the complexities involved in STR applications, and HeyGov is designed to streamline this process for you. The intuitive platform ensures that all applications are up to date and compliant with regulations, reducing errors and minimizing the need for applicants to seek clarification. With HeyReserve, you can easily track all applications, stay compliant, and provide efficient service to local property owners, saving both time and preventing unnecessary delays in the application process.

Make Yourself Accessible - Everywhere

Facebook Syndication

Integrating your municipality's website with its Facebook page has never been more straightforward. Thanks to Town Web's Facebook Syndication plugin, you can effortlessly sync your website updates with your social media presence. Picture this: a seamless process where posting on your website simultaneously updates your Facebook page. It's not just a time-saving feature; it's a game-changer for community engagement.

In an era where almost everyone is on Facebook, this plugin provides a powerful avenue to reach your residents effortlessly. No need for intricate technical maneuvers—our streamlined plugin ensures your municipality's web content harmoniously merges with your Facebook communications. Stay effortlessly connected with your residents, amplify your online footprint, and keep your community informed with just a click. With Town Web's Facebook Syndication plugin, bridging the gap between your website and social media is not just practical; it's an uncomplicated reality.

Advanced Business Directory

Introducing the Advanced Business Directory – an innovative feature tailored for municipalities to elevate the visibility of their local businesses. It allows you to meticulously categorize and showcase the diverse tapestry of businesses - from small to the big ones - in your community. Imagine an online hub where you can flaunt your community's diverse businesses, beautifully categorized and showcased.

Want to feature that cozy coffee shop or the local bookstore? No problem! Each listing is a mini-masterpiece – complete with snazzy images or logos, handy contact details, and killer descriptions. By seamlessly integrating this advanced directory into your website, you create a valuable resource for residents and visitors alike. Explore the potential of the Advanced Business Directory, where showcasing local businesses is not just a feature; it's a pathway to community enrichment and economic growth. Elevate your website with this tool and empower your local businesses to thrive!

Multi-Language Website

Improve your municipality's outreach efforts and foster community engagement with our Multi-Language feature. By embracing linguistic diversity, you open the doors to a more inclusive and connected community. Imagine the positive impact on resident engagement when your website effortlessly communicates in various languages, breaking down barriers and ensuring that every member of your community feels heard and valued. A multi-language website not only promotes inclusivity but also positions your municipality as responsive and considerate to the needs of a diverse population. Strengthen community bonds, encourage participation, and showcase your commitment to serving everyone in your locality effectively.



Embedded Livestream Video Feed

If you're looking to enhance transparency and engagement during board and council meetings, an Embedded Livestream Video Feed is a must on your website. With it your municipality can seamlessly embed live-streamed videos from YouTube directly onto your website, providing residents with an easy and centralized way to stay informed about ongoing discussions and decisions. The beauty of this plugin lies in its simplicity; it automatically detects when a video is being premiered, eliminating any additional effort on your part. Residents can conveniently tune into the live stream without navigating to external platforms, fostering a sense of community engagement and transparency right from your website. This user-friendly feature ensures that your residents are always in the loop, fostering a more informed and connected community.

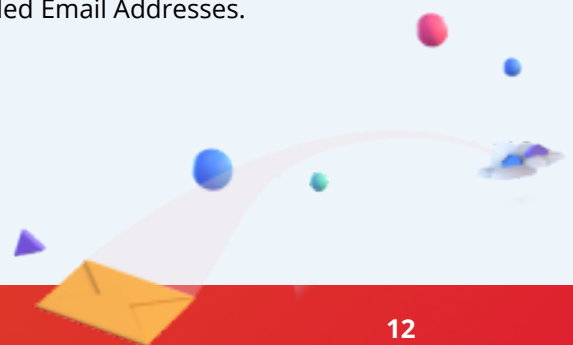
Advanced Search Option

Advanced Site Search is a dynamic solution designed to elevate user experience on your municipality's website. This powerful tool enhances user retention and satisfaction by optimizing the search functionality across your website, blog, and knowledge base. With lightning-fast results delivered in less than 50 milliseconds, it ensures that users find what they're looking for with unprecedented speed. The search engine supports all languages, automatically detecting and accommodating diverse linguistic needs. Town Web can tailor your search interface with custom filters and build a faceted search experience effortlessly. You can rest easy with sealed and signed API keys and tenant tokens that provide precise control over search access. Elevate your website's performance, increase user engagement, and offer a search experience that exceeds expectations—all with the user-focused "Advanced Site Search" feature.

Branded Email Addresses with FOIA Compliant Archiving System

Enhance your municipality's communication capabilities with our Branded Email Addresses, an optional feature powered by Google Workspace. As a Google Certified Partner, we offer a tailored email solution in collaboration with Jatheon, an established provider of email archiving solutions. This partnership ensures smooth communication, compliance with data retention regulations, and improved productivity for your municipality.

Benefit from the robust reliability of Google Workspace, an enterprise-level solution known for uninterrupted email access to millions of users worldwide. Trusted across various industries, including government bodies, Google Workspace delivers consistent, high-quality email services for your municipality. Experience unparalleled security features, including robust data protection, encryption, and advanced spam and phishing detection. Our partnership with Jatheon takes data retention compliance seriously by capturing, indexing, and securely storing all inbound and outbound emails, meeting the legal requirements of the Freedom of Information Act. Bid farewell to storage constraints, as our Branded Email Addresses provide ample space for your municipality's emails and files, allowing efficient storage, management, and access to business-related data. Stay connected and productive on the go with mobile accessibility, ensuring responsive communication from any device, be it a smartphone, tablet, or desktop. Improve your municipality's communication experience with the reliability, security, and productivity offered by our Branded Email Addresses.



Town Web Team and Portfolio/References

Collectively, our team has decades of web development and support experience, with a specific focus on creating engaging platforms for local governments to encourage communication and community involvement. Meet the key players:



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New Client Coordinator
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Jerrica Wagner
Senior Project Manager
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Jelena Slavkovic
Customer Relations Manager
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Marta Stankovic
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Aleksandra Anastopoulos
Account Manager
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Francine Euniekrist
Junior Project Manager
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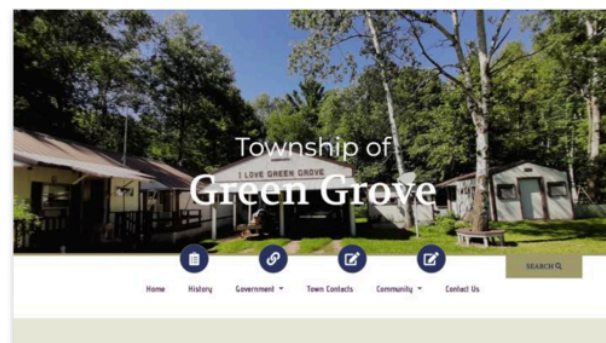
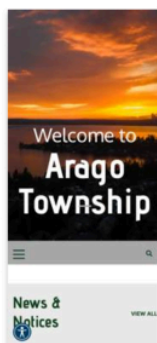
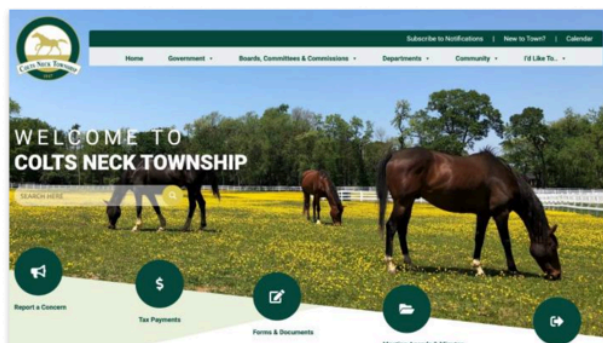
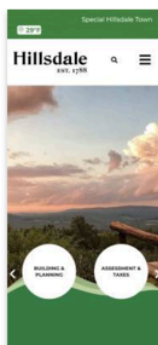
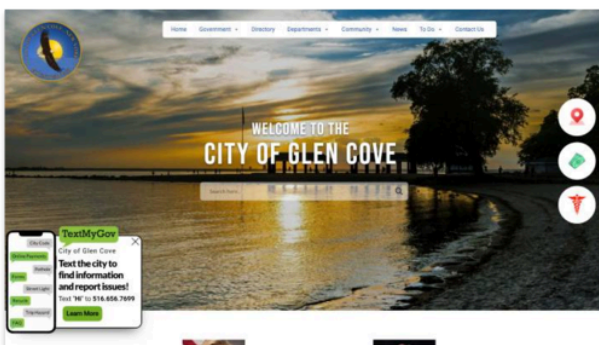


Flor Faustino
Customer Support Specialist
support@townweb.com



Nikita Sangweni
Customer Support Specialist
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Town Web has developed more than 800 municipal websites in the previous 16 years while maintaining the average satisfaction level of customers above 97%. Here are some of the customers who have shared their love of working with us:



The Details of Our (Long-Lasting) Partnership

THE WEBSITE AND COMMUNICATION PLATFORM SETUP AND SUPPORT DETAILS

The setup is a one-time fee. It is the cost to build your website and transfer all the content from your existing website. You will work with a dedicated Account Manager (Angi or Jason) and Project Manager (Jerrica or Miranda) in real time for the design of your new municipal website. During the Onboarding Meeting, you will be shown all of our pre-built municipal themes from our design library. You get to select one, which we will completely customize for you and make it your own. We will customize the menu items, and the quick links and will custom design a banner based on the photographs you provide.

Included in your Website and Communication Platform setup fee:

- **We migrate all your old website content to Town Web's brand new TownCMS!**
Experience a much faster, unhackable website for your municipality! The transfer of all Town Web sites will occur by the end of 2025
- **Unlimited** number of pages and menu items
- **Unlimited** department pages with FAQs
- **Departmental-level** contact-us forms
- **Unlimited** Minutes & Agendas categories
- **Unlimited** Quick Links (theme dependent)
- **Unlimited** FAQs
- **Unlimited** calendars
- Agendas **linked to calendar**
- **Super menu** with dropdown (theme dependent)
- **Dedicated elections page**
- **Mobile-responsive** design
- Residents can **subscribe to emails and/or text messaging**
- Face-to-face meetings over Zoom, our easy-to-use video conferencing service

The following are included in Town Web's hosting, maintenance, and support:

- High-availability, reliable VPS (Amazon AWS or Google Cloud) website hosting and maintenance
- **Unlimited 24x7** technical support
- **24x7 website monitoring**
- **Guaranteed response time in less than 8 hours**
- **Technical and security updates** are applied automatically
- Nightly website **backups stored off-site**
- 12-month backup retention
- Immediate website restores (if ever needed)
- **Your login username and password** - you can make updates to the site on your own
- One-on-one training
- **Unlimited** training and re-training
- Access to our **free training and support library**
- **"White-Glove" Support** - send us content, and we will upload it for you - **if selected**
- **Phone support is available** Mon - Fri from 8 AM to 5 PM EST - **if selected**

Town of Cottage Grove Proposed Pricing

Description	Price	Qty	Total
<input checked="" type="checkbox"/> Website & Platform Upgrade (one-time fee) <i>please check one option</i>			\$1,600
<input checked="" type="checkbox"/> Platform Upgrade (one-time fee) <i>please check one option</i> Defer to 2026			\$1,000
<input type="checkbox"/> Advanced Business Directory			\$200
<input type="checkbox"/> Elite Web Design Package			\$10,000
Website Hosting and Website Maintenance			\$600/year
Customer Support Plan - Unlimited 24x7 Tech Support			\$600/year
<input checked="" type="checkbox"/> Customer Support Plan - "White-Glove" Service via email and phone <i>(discounted to \$100.00 in the first year's fee)</i>			\$300/year
<input type="checkbox"/> Branded Email Addresses	\$216/year	5	\$1,080/year
<input checked="" type="checkbox"/> Premium ADA-Compliance Solution			\$600/year
<input type="checkbox"/> Facebook Syndication			\$300/year
<input type="checkbox"/> Embedded Livestream Video Feed			\$150/year
<input type="checkbox"/> Multi-language Website - per language	\$50/year	1	\$50/year
Domain Name Management			\$20/year
TOTAL			\$3,120 \$3,720

\$1,920 due 4/1/2025

The Town would like to reserve the right to cancel white glove \$2,120 + \$1,000 = \$3,120 due 4/1/2026 service for years 2 and 3 since the only reason we need it is because \$2,120 due 4/1/2027 the new platform does not have a file replacement option, but we have been told it will be developed soon.

Town of Cottage Grove Signature Page

It is our commitment to ensure that the Town of Cottage Grove's online presence stands the test of time, making your website the ultimate tool for all your digital municipal needs today, and in the years to come. With our services, you can take pride in the fact that your residents, tourists, and visitors will never perceive your municipal services as outdated.

The duration of the contract is three years.

The 1st year's fee is \$3,720.00.

Customer Support Plan "White Glove Service" via email and phone will be discounted to \$100.00 in the 1st year's fee. In the 2nd and 3rd year's fee it will be invoiced in full amount.

The Website Upgrade fee is a one-time fee that will be invoiced with the 2nd year's fee, on 4/1/2026.

It is due 15 days after invoicing.

The Annual Hosting Maintenance and Support fee will be invoiced on 4/1/2025.

The 2nd year's fee of \$2,120.00 + the upgrade fee will be invoiced on 4/1/2026.

The 3rd year's fee of \$2,120.00 will be invoiced on 4/1/2027. The contract will end on 4/1/2028.

By endorsing this quote, you unlock a comprehensive package detailed in the previous sections of the proposal. Here are the three key benefits tailored to meet your needs:

1. **Town Web's Website and Communication Platform**

You will be providing your residents with unparalleled transparency in municipal decision-making. Keep them informed on vital topics, offering instant notifications about topics that interest them the most.

2. **Digital Transformation with Town Web**



Town Web's Online Digital Solution stands as the most advanced platform for local government - with many more features yet to come. It facilitates payments from any funding source through any device, efficiently reducing the administrative workload for busy staff while catering to the convenience citizens demand. Your Digital Transformation team creates digital workflows and enables your licenses and forms to be filled - and submitted online. All while enabling online renting for your municipal facilities. Imagine saying "HeyGov" - and it's done.

3. **Your Public Communication Officer - Available 24x7**

Enjoy the peace of mind that comes with round-the-clock technical support. You can rely on us for any website-related query or issue, accessible via call, email, chat message, or even Facebook Messenger. We go the extra mile, assisting with no additional charges, including posting or editing on their behalf, saving you valuable time and resources.

4. **A No-Cost Website Homepage Refresh Every Three Years - reach out to us if you want this option!**

Before the third year of hosting expires, we initiate a meeting to explore fresh ideas for your site's redesign. Incorporating the latest design standards, we ensure your site remains modern, practical, and up-to-date, reflecting the evolution of design trends over the preceding three years.


 **SIGNATURE**
Kim Banigan

Kim Banigan, Town of Cottage Grove, Clerk

To accept this quote, you can electronically sign it above, or sign and fax it to 321-600-9008. Once we have a signed copy, we will email you an invoice. Once the invoice is paid, your dedicated Account Manager Aleksandra will contact you to schedule the Onboarding meeting!