

Efficiency Redefined: How Woodlands and Deephaven Transformed Operations with a Single Office



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Sara Skulle
City Clerk of the City of Woodland

Sara Skulle has her hands full as a team of one as the city clerk of the City of Woodland, Minnesota. She also works as a contractor for the nearby, larger town of Deephaven. Needless to say, working for two towns, she is juggling multiple tasks. To make matters worse, her former website for the city of Woodland was "too rigid," outdated, took forever to make simple changes, and held her back.

"You can tell that it had been built on an older platform because the interface was very clunky, and it just made me crazy," said Sara. "Every single time I uploaded a PDF, it would insert the little underlines between the words, and then I would have to delete those every single time I loaded a document. And it absolutely drove me crazy." Given that she is a team of one, she needed help building a new website and a responsive support team.

"I had no desire to build a website from scratch in this job," said Sara. "When I worked in marketing and communications on my own, that was definitely part of my responsibilities. But in this job where I'm a team of one, and I wear about 20 hats. Some are heavier than others. I just needed it done. I wanted it how I wanted it." She knew there had to be a better solution. That's when she found Town Web.

"I really liked that Town Web had already done a lot of the city clerk logic," she said. "You knew the job. You had experience with other cities that you could bring to the table and help me create something even better than what I could dream up all by myself. So that experience was really valuable to me, and since the technology was wonderful, it was an easy decision."

From the first onboarding call, she knew she made the right decision to move her site to Town Web.



City of Woodland, MN ~3,834
City of Deephaven, MN~3,797

"I could go as fast as I wanted, and the team (at Town Web) was already two steps ahead of me. I loved that," Sara said.

The convenience, ease of use, and knowing she was going to get amazing support from the Town Web team every time gave her peace of mind.

"I know it's not going to be a time suck or take me away from other priorities that I need to, other deadlines that I need to get done," she said.

Her experience updating the Woodland website with Town Web was so successful that she started planting seeds with the Deephaven team. Knowing the team was more change-averse, she began by sharing her screen whenever she made updates to the Woodland website.

"I wanted them to see how easy it was to post a council agenda and the notifications would automatically go out," she said.

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"Then I would show them in the (old) tool that they currently were using, and it was a five-step process, and then I had to take all the underscores out of the document name. The comparison was almost ridiculous."

Fast forward a couple of years, when their contract was up, the city of Deephaven made the switch. Despite the town being larger than Woodland and needing more complex features, the onboarding process was just as great the second time.

"It seemed like a magically short amount of time," said Sara.

"It was so easy. I keep saying that, but it was so easy."

For instance, Deephaven needed an all-inclusive calendar. Their previous provider couldn't, but the Town Web team had it up and running immediately through an add-on.

"One of Deephaven's goals was having an all-inclusive, everything in one place calendar between the council, the planning commission, and the park committee," said Sara. "And they've got a lot of different groups that meet on a regular basis, whereas Woodland just has the council. They wanted to have all of those meetings and all of those meeting documents in one place. And that truly was impossible (with the previous provider.) And, it's just a sweet little add-in with Town Web, and it was up immediately."

Once the Deephaven site was live, the team loved it, and it made Sara look like a rockstar.



"It made me look like a star to the team," she said. "That was nice because management didn't want to get involved in the details. The fact that things just get done is lovely."

One of the things that immediately stands out is how much Sara respects and loves working with the Town Web team.

"I love the people," said Sara. "Every interaction from the president to customer service is always very personal, and it's sincere, with 'a can do attitude.' It just makes my life really easy."

Now with both websites on Town Web, her job maintaining both websites is so much more efficient. Plus, she never has to worry if there is an issue or if she needs help with something.

The support team is amazing," she said. "I'm so grateful because I'll simply ask, 'Can you show me how to do it?' And typically, I get an email back in 20 minutes. It's done without me even asking. It's quite remarkable."

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