

Notes from Website Refresh Meeting Saturday, February 1, 2025

Website Platform

- Migrate to WIX to improve flexibility in populating and cross-sharing content.

New Items to Add

- Add back KDEM content
- Use YouTube shorts

EVENTS SECTION

- Create a Calendar that combines ALL Party and Club upcoming events
- Use a color code or tagging scheme for each sponsor...make it sortable for each one.

ABOUT US SECTION

Elected Officials

- Keep it under About Us
- Tag who donates/works with us, who doesn't
 - Or even only have the people who support us? Really push electeds to support us

Clubs and Organizations

- Add logos of each club
- Reorder them from alphabetical to largest and most active, starting with Northeast

Add a "Regional Partners" section...link to

- Texas Democratic Party
- Adjacent counties
- Progress Texas
- Others?

ISSUES SECTION

Divide content into 3 sections:

- National
- 2025 Texas Legislature
- Local

- Contact your elected representatives (hopefully can connect that to Bexar Elections dynamic website?)
 - We can link to various other entities that provide calling scripts, email forms, etc. which make this easier for people

> We should also include some sort of education on which issues are handled best at the federal vs state level. Maybe color code the issues? Make a big bifold list?

VOTER INFO SECTION

Create these sections:

- Register to vote
- Apply for mail-in ballot
- Find my precinct
- Sample ballot for my precinct
- Where to vote
- Endorsements by Bexar Democrat clubs for non-partisan races
 - We also need to have information which is non-partisan such as what they are running on, what they think about things (Can we have a questionnaire?)
- Information on amendments or other non-electeds races, as applicable
- Down-ballot races are important
 - Would be really great to have some data to put behind this - showing how impactful your vote can be by the numbers
- Roles of elected officials
 - This can be more motivation for voting down-ballot
- All upcoming races on the agenda - keep continual voting front of mind!

> NOTE: all external links need to be set to “open as a new tab” so that we don’t lose site viewers

> Many of these things should be evergreen bits of information and all evergreen content needs to be translated into Spanish!!

“GET INVOLVED” NEW SECTION

Houses these pages

- Volunteer with Bexar Democrats
- Become a precinct chair
- Become a paid election worker
- Become a Voter Deputy Registrar
- Join the MOBILIZE action network

PRECINCT CHAIRS SECTION

- Future wishlist- having a precinct chair portal/site which is separate and has revocable access

- Consider a passworded access control on some of the content

HOME PAGE

- Consider using photos that illustrate the idea that Texas Families are struggling
 - Royalty free images of people stressing at a dinner table, families in the hospital, etc.
- Pair with slogans on what Bexar Dems are fighting for (we have some to choose from).

Additional guidance that may need some additional discussion and fleshing out:

Support the Work for:

- *Affordable Housing*
- *Affordable Health Care*
- *Safe Schools and Communities*
- *Rights for EVERYONE*

- Newsroom section -something where we can put out our content and the content we want to amplify

LOW HANGING FRUIT

- Changing the URL?
 - The group seemed to like bexardems.org , but the division will need to go through Michelle
 - For sure, we need to take all of the alternative options and have them forward to the main URL
- Clubs page should be more jazzy with the more active groups featured more
 - Can have a badge for the groups which are officially affiliated/in the steering committee
- General comment about evergreen content and the need for it
 - Everything that changes should be on the front page, and the evergreen content should be everything behind that.

Action Items!

- Bill and Patrick to come up with website flow in PPT form
- Eva and Reese - talk with potential Spanish translators for the website content
- Reese - edit photos of the groups for opacity/readability of text above
- Everyone! Spread the word about taking photos at events and take some yourself!
 - LANDSCAPE PHOTOS WITH QUALITY LIGHT AND CAMERAS PLEASE
- Everyone! Navigate to the individual webpages and make comments about the content on the pages?
This is an action item from Bill's agenda we didn't get to.

Next Meeting: February 22nd, 3-5pm, 16934 Hidden Oak Woods San Antonio TX 78248