Dave Ehlinger

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Sent: Tuesday, December 26, 2023 2:30 PM
To: Dave Ehlinger; Pete Manley
Subject: RDA website discussion piece
Attachments: RDA Website Update Needs12-23.docx

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Okay, here is my simple review of what we need to concern ourself with for some January meeting. Happy New Year. See you on the 2nd. Roger

Status of RDA Website with Recommendations

Our homepage features a summary of our operating status via statutes with immediate links to the 2022 RDA Flyer, Revolving Loan Fund, and next meeting information via city calendar and meeting packet and agendas (via Stoughton Document Storage). In addition, pull down toggles are present across the top on homepage , Stoughton Riverfront Redevelopment, For Businesses, TIDS/Redevelopment Areas, and About Us.

Most Urgent Need: Update the Stoughton Riverfront Redevelopment pull-down. The current toggle has the following categories: Riverfront Development, Stoughton Power Plant, Resources, Map, Archived Resources, Contact Us, and Whitewater Park.

Suggest that the following categories be updated and/or removed: Riverfront Development, Power Plant, Resources, and Map. In addition, the "Whitewater Park" is no longer called the "Whitewater Park" and this name must be changed and likely directly linked to the Parks and Recreation website for the park and or the new flyer prepared in fall 2023.

Finally, in addition to the changes noted above, the Commission must decide whether to prepare a short summary of the current effort by Brink and 360 to "survey" for condominium interest and do a direct link to their website for winter 2024.

Other Possible Changes:

1) Under the "For Business Toggle", we should make a decision whether we want the old Downtown Revitalization Committee recognized as if it is still meeting. Could summarize the effort and then go to the links provided.

2) Under "About Us", we should consider whether to add another "successful project" in that the Marathon site is FINALLY totally completed. Could have a short story and a picture of one quad-plex.