



**FOR IMMEDIATE RELEASE**

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## **City of Melissa Launches New Website**

MELISSA, TX (January 12, 2010) – The City of Melissa is pleased to announce the launch of our new improved website at [www.cityofmelissa.com](http://www.cityofmelissa.com). The new website utilizes a Content Management System provided by Revize Software Systems which allows staff to maintain the website in house offering a more timely and cost effective way to provide information to the community. Last May, City Council conducted a Communications Survey which showed that only half of the residents surveyed visited the website regularly, in addition the survey revealed a desire to move to an electronic newsletter and online communications as a way to communicate with the residents. Over the past year, staff has worked with Council to develop a more interactive and user friendly website and communication vehicles that residents will turn to for all things Melissa.

Some of the highlights of the new website include: a banner with rotating photos of sites of Melissa taken by photographers living in Melissa, a “Why Melissa?” section that highlights the benefits of living and doing business with the City of Melissa, and a new section on Economic Development to help promote development opportunities in Melissa. Additionally the new website incorporates sections for the previously separate websites for the Melissa Public Library and Melissa Fire Department and adds a brand new Melissa Police Department webpage not on the original website.

Residents will have the opportunity to sign up online for an electronic newsletter as well as the Code Red/Weather Warning notification system, and a new communication non-emergency communication service called Nixle. The new website also features a Calendar of meetings and events, interactive Google map of Melissa offices and key locations, Photos through Flickr, and current and past issues of *The Melissa Minute*, our quarterly newsletter.

Residents will also be able to submit information using online forms regarding needed street repairs, requests for police house watch, vendor/bid lists, and more to come in the future. “The greatest part is that this is a dynamic communication tool that will continue to evolve and that the new Content Management System provides us the capability to implement changes and add features anytime in the future,” shared City Administrator Jason Little.

“We believe this website design takes Melissa into the next era,” stated Mayor Reed Greer. “The City Council and staff are committed to providing as much timely information as possible to the residents and will be rolling out a number of communication efforts in the coming months, so stay tuned.”

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