

Downstream Authority of the Quapaw Tribe of Oklahoma Regular Meeting  
January 10, 2013

**Meeting Called to Order:** 1:14 pm

<b>ROLL CALL:</b>	John Berrey, Chairman	Present
	Larry Ramsey, Secretary	Present
	Ranny McWatters, Treasurer	Present
	Marilyn Rogers, Member	Present
	Tamara Smiley, Member	Present

**DECLARATION OF QUORUM:** announced by Larry Ramsey  
John Thompson, Shawn Carlson, Steve Drewes

Website Review

- See attached presentation
  - 4 options
    - Large design firm (\$500,000) – Best Fit Media
    - Midsize firm (\$250,000) – Blue Ocean
    - Small size firm (\$40,000-100,000) – Pictoric Media
    - Utilize In-house
  - Like small size firm
    - Look for closer firms
      - Springfield, Tulsa, etc
      - RFP for regional firms
  - RFPs in by Jan 18, goal is to have up and running by mid-feb.

Adjourn 1:34 pm

# WEBSITE OPTIONS

Option 1: Utilize Large Design Firm

- Such as Best Fit Media
  - Cost \$500,000
  - Everything we want
  - All bells and whistles
  - example: Michaels Stores

Downfall is Expense and we will be a small fish in a big pond

# WEBSITE OPTIONS

Option 2: Utilize Midsize firm

- Such as Blue Ocean Consulting
- Cost \$250,000
- Everything we want
- All bells and whistles
- example: Jimmy Johns, former CIO

A little less money but still expensive

# WEBSITE OPTIONS

Option 3: Utilize smaller firm

- Such as Pictoric Media Group
- Cost \$40,000
- Everything we want
- Some added expense for add ons
- example: Carino's Italian

Much more affordable we can still negotiate lower

# WEBSITE OPTIONS

## Option 4: Utilize In House Designer

- Such as Kyle
  - Cost minimal
  - Farm out ad-ons
    - API interfaces
  - Still need firm to assist
  - example: DNA Website

# MY RECOMMENDATION

Option 3: Utilize smaller firm

- Such as Pictoric Media Group
- Cost \$40,000
- Everything we want
- Some added expense for add ons
- example: Carino's Italian

Much more affordable we can still negotiate lower

# I-PHONE AND ANDROID APP

Option 1 : Mobile Roadie

- Developed WYNN App
  - Cost \$4,000-\$5,000 Custom Design
  - \$500 per mth or \$5,000 per yr
  - API booking through web

Lower cost up front but a mthly or yearly fee

4-6 week lead time

# I-PHONE AND ANDROID APP

Option 2: Pictoric Media Group

- Cost \$15,000 - \$20,000
- Currently working on Carinos app
- API Booking Through Web

More expensive up front but no monthly fee



# MY RECOMMENDATION

Option 2: Pictoric Media Group

- Cost \$15,000 - \$20,000
- Currently working on Carinos app
- API Booking Through Web

More expensive up front but no monthly fee  
Consistency of working with one company

# I-PAD

## Option 1 : Mobile Roadie

- Developed WYNN App
  - Cost \$3,000-\$4,000 Custom Design
  - \$300 per mth or \$3,000 per yr
  - API booking through web

Lower cost up front but a mthly or yearly fee

4-6 week lead time

# I-PAD

Option 2: Pictoric Media Group

- Cost \$7,000 - \$10,000
- API Booking Through Web

Less cost because of the development of I-phone / Android App

# MY RECOMMENDATION

Option 2: Pictoric Media Group

- Cost Need price quote
- API Booking Through Web

More expensive up front but no monthly fee  
Consistency of working with one company