

**Health Law Section Executive Council  
Meeting Agenda (continued from Mid Year)  
Thursday, March 4, 2010  
12:00 noon – 1:30 p.m.  
Conference Call # 888-376-5050  
Code: 4275463810**

- I. Call to Order – Troy Kishbaugh, Chair
- II. Opening Remarks – Troy Kishbaugh, Chair
- III. New Business
  - a. Long Range Planning Retreat Update – Troy Kishbaugh
    - i. General Overview
    - ii. Defining the Section – Relevance
    - iii. Restructuring Committees
      - Create “job descriptions”
      - Maintain notebooks to provide to successors for continuity
    - iv. CLE
      - Focus on Florida Law
      - Aftermarket Sales
    - v. Website
      - Homepage
      - Window to our Membership
      - Initial view of Section
      - Proposal **(Exhibit A)**
    - vi. Executive Council Composition/Size
    - vii. Tagline for the Section: The Resource for Florida Health Law
      - Will be included with materials, logo, newsletter, etc.
    - viii. Logo **(Exhibit B)**
    - ix. Practice Groups/Committees
      - Development/discussion
    - x. Past HLS Chairs
      - Continued Involvement
- IV. Chair-Elect Comments – Lester Perling
- V. Next Executive Council Meeting
  - June 24, 2010
  - The Florida Bar Annual Meeting
  - Boca Raton Resort and Club, Boca Raton



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## **Project Scope for Health Law Section Web Site**

This document defines the scope of the Health Law Section web site.

The Project Scope Document defines the scope of work for the Health Law Section web site. It is intended to be a partner to the Web Site Development Proposal Document. Prior to the start of work, both documents must be signed by the Client and an authorized representative of Lyons Digital Media, LLC (hereinafter referred to as Lyons Digital).

### ***Project Definition***

According to the Proposal Document, the web site will consist of a number of informational pages related to use of Health Law Section Web Site. Additional features may be included once the requirements gathering process is completed.

### ***Project Scope***

Lyons Digital defines the following items to be within the scope of the project.

**Web site hosting.** Lyons Digital includes one year of Web site hosting with this project, to be renewed annually during the life of the Web site. The Lyonshost Cub hosting plan is recommended for the size of this project.

**Establishing application and workflow requirements.** A requirements document will be generated. The purpose of this document is to clarify all points of application function and workflows to be used by the users and administrators of the website. The Requirements Document will be used by the developers to define user interface, and functional needs.

**Web site development.** Lyons Digital proposes to build the Web site on a Content Management System (CMS) platform. The CMS will be provide the user to with multiple functions including user management.

The Web site will be developed in a sandbox environment. After final approval of the Health Law Section Web Site designated representative, the website will be made available for active use.

**Web site artwork.** Client-branded Web site artwork will be created for the Web site. Lyons Digital will provide a comprehensive illustration (comp) for approval and two revision cycles for Client feedback.

In addition to the Web site development, the following items are included in the scope of the project:

**Training.** Lyons Digital will provide four (4) hours of training at a time to be determined. Training will be conducted by telephone or in person, and will require the participants to have access to a live Internet connection, a computer, and a telephone line.

**Support.** Lyons Digital provides three support incidents with each annual Web site hosting contract. An additional three support incidents will be added for this project. A support incident is defined as



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any Client action that requires the intervention of Lyons Digital Media, LLC or their agents to return the Web site to full functionality.

**Documentation.** Lyonshost will provide user documentation specific to the immediate needs of the Health Law Section Web site administrators. Links to existing online documentation will be provided.

**Project Management.** The Client can, at any time, track the progress of the project through an online project management application hosted on the Lyonshost.com domain.

### **Start of Work**

Work on the project will begin upon the receipt of the following:

- a signed Project Scope Document;
- a signed Web Site Development Proposal Document; and
- a 25% non-refundable deposit in the form of a check or money order (\$1250.00)

After the development and approval of the requirements document, another 25% of the overall quote will be due (\$1250.00). The balance of the fees are to be paid upon completion of work (\$2500.00).

\_\_\_\_\_  
Client

\_\_\_\_\_  
Date

\_\_\_\_\_  
Lyons Digital, LLC

\_\_\_\_\_  
Date



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## Web Site Development Proposal

Thank you for considering Lyons Digital Media, LLC. and our LyonsHost.com Web site hosting service. Per your request, you will find information about my firm as well as a detailed project quote.

### ***Firm Background***

Lyons Digital Media, LLC. originated as a graphic design studio in 1991. Since that time I have been involved in a variety of projects including print design, CD ROM development; and Web site development. I have been honored with both a Silver Addy (1994 local) and a Communicator Award (2000). In 1992 I developed the Interactive Directory Service, an accessible CD ROM kiosk concept with hardware and technical assistance from Kodak's Digital Imaging department.

To better serve our growing list of Web site customers, at the end of 2003 I added Web site hosting to our provided services. We now host hundreds of domains and provide hosting options that range from self service shared hosting spaces and dedicated servers to full service Web site design and custom Web based application development.

Because of the availability of vast Open Source libraries, we are able to develop and deploy complex and secure Web site applications quickly and cost effectively. Our hosting service is based on the LAMP (Linux, Apache, MySQL and PHP, a platform that is entirely Open Source) server environment. Furthermore, we build all of our own software around international open standards, so that any user, regardless of their own computer platform will be able to use the sites that we develop.

### ***Our Team***

In addition to myself, the Lyons Digital Media, LLC. development team consists of:

**Barbara Forbes-Lyons.** Barbara brings twenty years of significant experience in product and project based software. She emphasizes improvement of user experience through comprehensive documentation, quality assurance, support and training. Her experience encompasses technical writing, software and system training, business process analysis including requirements and design analysis and research, project, team and customer relationship management, quality assurance testing and problem solving; and creative tasks such as branding and feature development, collaborative strategy sessions with Clients, and interface design.

**Philip Kovoov.** Philip is our Lead Developer. He holds a Masters Degree from the Florida State University program for Management Information Systems. He has been at the core of our software development since 2003. He not only provides us with PHP code development, but also overnight support and system management.

**James Tillman.** James has been developing software for State and Local governments for 15 years, and has been active in Content Management Systems (CMS) development for more than a decade. He has led and participated on multiple software development teams which have designed and developed enterprise-level CMS solutions for mission-critical web sites, including those provided by



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Law Enforcement and Education Administration. He also has experience in the application of Information Architecture methodologies for organizations with large document sets, including Taxonomy Development, Standards Development, and Content Indexing strategies.

From 2003 to 2008, James was President and CEO of a multi-million dollar, Fortune 5000 software development company which provided content management, software, and database development resources to Federal, State, and Local governments, with specializations in Environmental Protection, Health Care, Education Administration, and Law Enforcement support. He now provides consulting and development services that build on his decades of experience in web technology and business processes.

A sampling of our Web site development Clients include:

- <http://www.flains.org/>
- <http://www.unitedpartnersforhumanservices.org>
- <http://www.kimortloff.com>
- <http://www.redfinenergy.com>
- <http://www.brightfeetslippers.com/>
- <http://www.fbpi.org/> (currently in development)

If you want to see samples of specific capabilities, please let me know and I can supply the appropriate references.

## **Health Law Section Web Site**

### ***Software Requirements***

For the purposes of managing the volume of information related to the Web site, Lyons Digital Media, LLC (Lyons Digital) recommends using an open source Content Management System (CMS). Using this software allows us to leverage existing functions such as user login and an extensive array of feature extensions such as document management and event calendaring, will speed the development process.

Navigation of the web site is controlled by the CMS using a combination of PHP, and CSS scripting. User defined content is stored in the MySQL database. No browser plug-ins or third party software will be required to view, author or administer the Web site. All functions can be performed with any web browser that conforms to standards set forth by the World Wide Web Consortium (w3c.org) including Internet Explorer or Firefox.



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### ***Web site Artwork***

Lyons Digital will create an original, fully branded Web site design for the Health Law Section Web site.

The client will be responsible for providing a digital file of the logo, if available. Additional photography and graphics will be gathered or created by Lyons Digital from a variety of sources.

### ***Hosting Environment***

The CMS and its extensions will be hosted in a LAMP (Linux, Apache, MySQL and PHP) environment where all the key software components of the server, including operating system, database and scripting language are all OSS licensed under the Gnu Public License (GPL).

All of our hosting packages include direct user access to account statistics and log files. A user control panel makes these statistics and log files available to the Client upon demand. Other functions including email account creation, spam filters and password updates can also be performed by the Client at any time without the intervention of Lyons Digital Media, LLC.

### ***Support and Training***

For security purposes, we suggest no more than two authorized support contacts. An authorized contact will have administrator access to the Web site and potentially password authority over other users in the system. Refer to the Project Scope Document for details on Training and Support Incidents.

### ***Acknowledgment of rights***

We acknowledge that all content provided by the Client is the sole property of the Client. The Client will at any and all times have full ftp and sftp (secure file transfer protocol) access to the Tabletop Exercise and Assessment server account. Additional secure access can be provided for database application processes.

Lyons Digital Media, LLC. will also provide 24 hour email and telephone support to designated staff. Individuals not pre-designated cannot be supported because of the security risk presented in the distribution of passwords.



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**Project Fees**

Installation, configuration and development of an online Health Law Section website; web site artwork and conversion; requirements gathering and documentation; six support incidents; up to four (4) hours training in-person or by phone; domain hosting, including e-mail accounts; FTP access and all other features of the Lyonshost.com Cub account, to be renewed annually .....\$5,000.00  
Annual hosting renewal fee .....\$100.00

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