



MISSISSIPPI
WATERSHED
MANAGEMENT
ORGANIZATION

Request for Board Action

Attachment 6.3

Agenda Item: MWMO Website Rebrand

Presenter: A. Johnson

Meeting Date: 10 March 2026 **Flexibility:** Yes No

Estimated Time: Consent Agenda 10 Min. 15 Min. 30 Min. 45 Min. 1 Hour

Action Request: Information/Review Motion to approve Budget Change Other

Board Action: Approved Denied Tabled Accepted Report Other

Date of Action: 10 March 2026

Background

The MWMO website is the organization’s primary public-facing communications platform and the central hub for information about MWMO projects, programs, data, and staff. More than an information repository, the website is one of MWMO’s most important tools for fulfilling its mission: to empower all to revitalize our community’s most essential water body. It is where we explain our work, share knowledge, and invite collective action to improve the health of the Mississippi River.

Website usage has grown significantly in recent years. Annual users increased from approximately 42,000 in 2024 to nearly 73,000 in 2025, and overall traffic continues to trend upward. This growth underscores the website’s role as a trusted source of information about water quality, stormwater infrastructure, and watershed stewardship, and as a primary way for the public, partners, and decision-makers to engage with MWMO’s work.

At the same time, MWMO has completed a comprehensive rebrand to better articulate who we are, why we do this work, and why it matters to the communities we serve. The new brand clarifies MWMO’s identity as a passionate, collaborative, knowledgeable, and engaging organization that

believes collective action is the means to lasting impact. It introduces a refined visual identity, updated messaging, and a clearer, more welcoming voice that reflects both our technical expertise and our commitment to working alongside partners and the community.

While the current website is effective at explaining what MWMO does, it does not consistently communicate why the work matters, how it connects to people's daily lives, or how individuals and partners can be part of that impact. This creates a gap between MWMO's evolving brand and how the organization is experienced online.

In addition, MWMO has recently undertaken an accessibility audit and remediation process to ensure the website meets WCAG standards. This work has already required adjustments that extend beyond the limitations of the current visual identity, particularly around color and contrast. Implementing the new brand provides an opportunity to fully align the website's design, accessibility, and messaging into a cohesive, future-ready platform that is welcoming, inclusive, and usable for all audiences.

Together, these factors point to the need for a strategic website refresh focused on implementing the new brand, strengthening storytelling about MWMO's impact, improving clarity and approachability, and ensuring the site continues to serve MWMO's growing and diverse audiences effectively.

Website Improvements

MWMO staff have been working with Windmill, the organization's long-time website developer, to define a scope of work that implements the new brand while modernizing key elements of the site's design and structure. This project is not a full rebuild of the website, but a substantial refresh that layers the new brand system onto the existing platform and introduces more flexible, modular design patterns that support clearer communication and engagement.

The proposed improvements include:

- **Brand implementation across the site**, including updated colors, fonts, logo, and visual identity elements that align with the new MWMO brand and meet accessibility standards.
- **A redesigned homepage** that better tells MWMO's story, highlights impact, and communicates both what we do and why it matters.
- **Updated navigation and footer** to improve clarity, usability, and consistency with the new visual system.
- **New modular page elements and design patterns**, including refined card layouts, buttons, hero sections, and visual components that allow staff to highlight key information, statistics, and stories more effectively.

- **Improved visual storytelling on project and program pages**, using simplified, more engaging layouts that make complex information easier to understand at a glance.
- **Continued accessibility alignment**, building on the recent audit and remediation work to ensure the site remains compliant and welcoming to all users.
- **Comprehensive visual quality assurance and refinement** to ensure consistency, usability, and polish across the site.

These updates will allow the website to better reflect MWMO's role as a trusted expert, a collaborative partner, and an engaging public-facing organization that not only shares information but also sparks understanding and action in the community.

Estimated Cost: \$28,600

Mississippi Watershed Management Organization

RESOLUTION 2026-010

A RESOLUTION APPROVING WEBSITE DESIGN AND DEVELOPMENT SERVICES

WHEREAS, The MWMO seeks to develop an engaged, empowered and informed public as stated in its Watershed Management Plan;

WHEREAS, The MWMO's website serves as its main hub of public information;

WHEREAS, Good web design and information architecture are critical to providing a positive and engaging experience for website users;

WHEREAS, Windmill Strategy has proposed a website design and development plan to improve the MWMO's homepage, project pages, and other key website functionality.

NOW THEREFORE BE IT RESOLVED, the MWMO Board of Commissioners approves professional services agreements with Windmill Strategy for up to \$28,600 and authorizes MWMO staff to take all necessary administrative actions to implement the resolution.

Adopted this on the 10th day of March, 2026.

Review for the Board: _____

Connie Buesgens, Chair

Review for Administration: _____

Kevin Reich, Executive Director