

BOARD OF EQUALIZATION

**CUSTOMER SERVICES AND ADMINISTRATIVE
EFFICIENCY COMMITTEE MEETING MINUTES**HONORABLE MICHELLE STEEL, COMMITTEE CHAIR
450 N STREET, SACRAMENTO

MAY 22, 2013, 10:00 A.M.

ACTION ITEMS & STATUS REPORT ITEMS**Agenda Item No: 1****Title:** Presentation of the Website Redesign**Issue/Topic:**

Presentation of a high-level overview of the newly redesigned Board of Equalization website.

Committee Discussion:

Committee Chair Michelle Steel opened the Committee meeting by introducing the agenda item and asked staff to make their presentation.

Mr. Jaime Garza, Deputy Director, External Affairs Department, introduced Harriet Miller, Web Services Division Manager.

Mr. Garza and Ms. Miller gave an overview of the BOE's redesigned website, specifically highlighting the customer-centric and user friendly features.

Board Member Betty Yee thanked staff for the presentation. She stated she liked the links on the new website's deep footer and suggested that staff distinguish between BOE and non-BOE links. She further suggested that links for American Indian Tribal issues and the Taxpayer Rights' Advocate should be featured more prominently.

Chairman Jerome Horton suggested that staff could increase awareness of the BOE and enhance compliance by collaborating with cities and counties to publish links to the BOE website.

Mr. Garza thanked the Board Members for their recommendations and feedback.

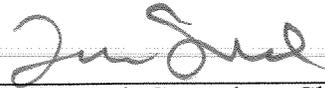
Committee Chair Michelle Steel thanked staff for including a login button prominently on the website and for soliciting feedback from our customers. She then adjourned the meeting.

Committee Action/Recommendation/Direction: None

Committee Materials

None

Approved:



Michelle Steel, Committee Chair



Cynthia Bridges, Executive Director

At the May 22, 2013 Board Meeting



Joann Richmond, Chief
Board Proceedings Division