



North Liberty Telecommunications Commission

Meeting Agenda

Monday, July 11, 2016

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

1. Call to order.
2. Roll call.
3. Public comment for items not on the agenda.
4. Introduction of Commissioner Keshia Fields.
5. Cable provider updates.
6. Staff report.
7. Approval of minutes.
8. Old business.
9. New business.
10. Next meeting date.
11. Adjourn.

Communications Department Report

Submitted to the North Liberty City Council

July 3, 2016 for the month of June 2016

Blues & BBQ

Preparation hits a high gear in June with final arrangements for July 9. Staff and volunteers made a variety of media appearances throughout the month, coordinated equipment rentals and loans, designed and printed signage and banners, built email newsletters and social media promotion, and started final arrangements for St. Paul and the Broken Bones' production and hospitality.

Porchfest

Jillian is working with a group of residents from Arlington Ridge who are organizing Porchfest, a low-key music and community-building event based on a concept that's proven successful elsewhere, including Iowa City: musical performances on porches that neighbors and residents can walk to throughout the afternoon on Aug. 20. We're providing some marketing and logistical support for the first year. Jillian built the group's website, at porchfestnl.com.

Hunger Forum

Nick was on a panel on communication and outreach that was part of the Johnson County Crisis Center's Hunger Forum. Partially spurred by the county's Hunger Task Force report, the forum brought together a variety of social service and government agencies to discuss the needs, collaborations and challenges facing the fight of food insecurity.

FaceNick and SnapChat

We kicked off summer with a FaceNick episode shot and posted on SnapChat. We're still exploring whether the medium makes sense for us (and whether or not we have the time and material to maintain an account).

Professional Development

Jillian completed the nine-month Community Leadership Program from the Iowa City Area Chamber of Commerce in June. Stefan traveled to a two-day After Effects workshop at the end of the month to hone his skills in motion graphics and visual effects software. Nick and Jillian attended an Advance in 60 session on Facebook advertising at the North Liberty CoLab.

Soil quality restoration

Staff took follow-up photos for last month's Soil Quality Restoration Field Day. We're highlighting our biggest-in-the-state SQR grant program on the website.

Cablecast Server

Nick and Stefan began instillation of the new Tightrope Media Server. We plan to complete the instillation and transition to the server in July.

Other

We produced and submitted City Council meetings to the Iowa City government channel.

Our Twitter and Facebook accounts were verified by their respective platforms. Verification, which the services take into account when suggesting accounts to users, likely in part led to the increased likes and follows.

Stefan photographed the Parks Department-sponsored Free Fishing Weekend on June 4 and the Recreation Department's Knight Riders during community service at the Ronald McDonald House on June 16.

We provided marketing support for the resident-organized Citywide Garage Sales on June 9 – 12.

We sent news releases on holiday hours, utility rate changes, splash pad construction, senior dining, crisis intervention training and others.

Jillian will be joining the United Way of Johnson and Washington County's campaign cabinet this fall, and continues to serve as a Chamber of Commerce Ambassador. Staff represented the City of North Liberty at the Iowa City Area Chamber of Commerce's North Liberty Roundtable and served at Summer Lunch & Fun on June 13.

Social media

Month	Facebook new likes	Facebook reach (28 days)	Twitter new follows	Twitter impressions	Instagram new follows
June 2016	217	66,227	92	25,400	89 (597)
May 2016	112	54,190	55	37,800	46 (508)
April 2016	122	62,193	30	24,500	43 (462)
March 2016	139	41,479	43	26,200	41 (419)

Website Statistics (Current month and preceding 12)

Month	Sessions	Users	Pageviews	Pages/Session	Avg. Session
June 2016	23,761	16,469	47,658	2.01	1:27
May 2016	19,917	14,231	39,812	2.00	1:22
April 2016	16,898	12,044	36,230	2.14	1:38
March 2016	19,400	14,590	37,648	1.94	1:18
February 2016	13,444	9,722	29,899	2.22	1:40
January 2016	15,994	11,582	34,566	2.16	1:33

December 2015	14,596	10,984	28,898	1.98	1:19
November 2015	14,280	10,477	29,299	2.05	1:23
October 2015	15,120	10,934	29,983	1.98	1:20
September 2015	14,061	10,142	28,736	2.04	1:21
August 2015	18,093	12,578	35,835	1.98	1:26
July 2015	22,441	15,475	44,453	1.98	1:26
June 2015	26,585	18,030	52,367	1.97	1:26

Completed Shoots

Title	Requested By	Date Shot	Duration
FaceNick: Summer	Communications	June 1	0:02
Free Fishing Weekend	Communications	June 4	0:03
Telecommunications Commission	City Administration	June 6	0:14
Planning and Zoning Commission	City Administration	June 7	0:59
Summer Lunch & Fun	Communications	June 13	0:03
City Council	City Administration	June 14	1:50
Library Board of Trustees	City Administration	June 20	0:20
City Council	City Administration	June 28	1:12
Board of Adjustment	City Administration	June 29	0:30
Total shoots: 9	Duration of new video: 5.22 hours		



North Liberty Telecommunications Commission

Meeting Agenda

Monday, June 6, 2016

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

1. Call to order.

Hoffman called the meeting at 6 p.m.

2. Roll call.

Present were commissioners Gattas, Osterhaus, Wells, Hoffman. Also present: Nick Bergus, Jillian Miller, Stefan Juran. Commissioner Arnold was absent.

3. Public comment for items not on the agenda.

There was none.

4. Cable provider updates.

Bergus reported that he was working with Mediacom to get a cable drop buried.

5. Staff report.

Staff offered highlights of its work the past month. Miller introduced herself.

6. Approval of minutes.

Osterhaus moved, Gattas seconded, to approve the minutes with all voting in favor.

7. Department mission and values discussion.

The staff and commission discussed the department's mission, seeing it to include Website oversight, transparency, connecting residents to government, creating a culture of cohesiveness and being overseen by the community.

The commission decided staff should propose a mission statement for approval.

8. Old business.

There was none.

9. New business.

There was none.

10. Next meeting date.

The next was scheduled for July 11, 2016

11. Adjourn.

Wells moved, Gattas seconded, to adjourn the meeting at 6:13 p.m. with all voting in favor.

010-GENERAL FUND
 GENERAL GOVERNMENT
 TELECOMMUNICATIONS

DEPARTMENTAL EXPENDITURES	2015-2016			2016-2017				
	2012-2013 ACTUAL	2013-2014 ACTUAL	2014-2015 ACTUAL	CURRENT BUDGET	Y-T-D ACTUAL	PROJECTED YEAR END	REQUESTED BUDGET	APPROVED BUDGET
PERSONNEL SERVICES								
010-6-6070-1-6010 REGULAR SALARIES AND WAGES	142,413	152,998	157,574	167,797	96,994	0	0	176,387
010-6-6070-1-6020 PART-TIME & TEMPORARY WAGES	0	0	0	0	0	0	0	0
010-6-6070-1-6040 OVERTIME PAY	0	0	0	100	0	0	0	100
010-6-6070-1-6110 FICA/MEDICARE	10,583	11,413	11,796	12,836	7,225	0	0	13,494
010-6-6070-1-6130 IPERS	11,659	13,577	13,941	14,984	8,604	0	0	15,751
010-6-6070-1-6150 GROUP INSURANCE	21,226	25,884	22,313	23,223	13,416	0	0	24,751
010-6-6070-1-6160 WORKERS' COMPENSATION	845	1,928	1,609	700	110	0	0	1,600
010-6-6070-1-6181 UNIFORMS	0	0	0	0	0	0	0	0
010-6-6070-1-6182 MILEAGE	344	0	0	100	16	0	0	100
010-6-6070-1-6183 GROUP INSURANCE DEDUCTIBLE	2,092	684	2,178	3,000	1,335	0	0	3,000
010-6-6070-1-6240 TRAINING & CONFERENCES	2,070	576	1,552	3,500	1,482	0	0	3,500
TOTAL PERSONNEL SERVICES	191,234	207,060	210,962	226,240	129,184	0	0	238,683
SERVICES & COMMODITIES								
010-6-6070-2-6396 PRODUCTION EQUIPMENT REPAIR	0	0	78	500	0	0	0	500
010-6-6070-2-6408 INSURANCE/GENERAL	1,144	1,928	2,414	300	0	0	0	32,400
010-6-6070-2-6411 LEGAL FEES	0	0	0	0	0	0	0	0
010-6-6070-2-6412 IMMUNIZATION & TESTING	178	24	343	200	48	0	0	200
010-6-6070-2-6425 TELEPHONE & CELL PHONE COMMU	3,195	1,752	1,740	4,500	1,296	0	0	4,500
010-6-6070-2-6443 WEB HOSTING CONTRACT	614	1,013	904	1,400	604	0	0	2,000
010-6-6070-2-6444 ON DEMAND/STREAMING SUPPORT	3,210	97	1,296	4,000	799	0	0	4,000
010-6-6070-2-6445 MOBILE ACCESS CONTRACT	0	1,089	1,188	1,200	693	0	0	1,200
010-6-6070-2-6491 SOFTWARE SUPPORT	556	221	455	1,600	544	0	0	2,000
010-6-6070-2-6518 COMPUTERS & TECHNOLOGY	0	0	1,619	2,000	1,260	0	0	2,000
010-6-6070-2-6557 TELECOMMUNICATION SUPPLIES	3,217	6,155	6,362	4,500	958	0	0	5,000
010-6-6070-2-6558 TELECOMMUNICATIONS EQUIPMENT	1,038	2,621	4,344	3,500	1,997	0	0	4,000
TOTAL SERVICES & COMMODITIES	13,151	14,900	20,743	23,700	8,197	0	0	57,800
TRANSFERS								
010-6-6070-5-6912 TRANSFER TO CAPITAL RESERVE	5,000	10,000	8,784	15,000	0	0	0	0
TOTAL TRANSFERS	5,000	10,000	8,784	15,000	0	0	0	0
TOTAL TELECOMMUNICATIONS	209,385	231,959	240,489	264,940	137,381	0	0	296,483

PERMANENT NOTES:
 Contractual 6443 6444 6491