



## **North Liberty Telecommunications Commission**

Meeting Agenda

Monday, Sept. 12, 2016

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

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1. Call to order.
2. Roll call.
3. Public comment for items not on the agenda.
4. Staff report.
5. Mission statement.
6. Community event support policy.
7. Community bench marking survey.
8. Approval of minutes.
9. Old business.
  - a. Smartphone app.
  - b. Telecommunications commission ordinance.
10. New business.
  - a. Formats for video providers.
  - b. Foreign language discussion.
11. Next meeting date.
12. Adjourn.

# **Communications Department Report**

Submitted to the North Liberty City Council  
Sept. 8, 2016 for the month of August 2016

## **Cablecast Server**

Staff completed four hours of training on two major components of the new Tightrope Media Server: Cablecast Pro, the video automation component, and Carousel, the bulletin board and digital signage component. Stefan has begun moving content from our older system to the new system to prepare for the switchover.

The system should automate some tasks that currently take staff time, such as transcoding recordings of live meetings, and simplify other tasks, such as PSA production through the use of templates.

One change we're considering to our workflow: changing the formats we require our program providers to use, since the new server does not automatically ingest DVDs (it does, however, accept a wide variety of formats, though we'd like to focus on using just a few).

## **Porchfest**

The inaugural year of North Liberty Porchfest was a great success thanks to the dedication and vision of a committee of about 10 North Liberty residents. More than 30 performers donated their time and talents across seven front porches, driveways and yards in the Arlington Ridge neighborhood on Saturday, Aug. 20. An estimated 500 attendees – made up of neighbors and those from surrounding cities – enjoyed live music, food vendors, children's crafts and family activities on a perfect afternoon. Performers ranged from 11 to 60 years old, and each act enjoyed the unique setting and performance opportunity. Organizers, attendees, and musicians are all looking forward to growing North Liberty Porchfest and are eager to begin plans for summer 2017.

Jillian served as a city liaison to the committee for this inaugural year. She created the website, helped manage the event's social media accounts, facilitated the use of the North Liberty Community Betterment account as the event's fiscal agent, attended meetings, assisted with various marketing efforts and volunteered the day of the event.

Pictures of the day and a schedule of events can be viewed on the North Liberty Porchfest Facebook page at [facebook.com/northlibertyporchfest](https://facebook.com/northlibertyporchfest), and at [porchfestnl.com](http://porchfestnl.com). KCRG's coverage of the event can be viewed at [kcrg.com/content/news/Porch-390817691.html](http://kcrg.com/content/news/Porch-390817691.html).

## **Communications Specialist**

While his last day isn't yet set, Stefan will be leaving us to move to Nashville. He's been with us a year and a half. We'll miss him.

The position has been posted and are seeking a video-focused member of the team who can handle the bulk of the production and technical broadcast duties, with the ability and interest to do creative work. Applications close on Sept. 11 and we hope to have someone in the position by late September or early October.

### **City Week**

Jillian put together a plan for this year's City Week, scheduled for Oct. 12 through 16. City Week is an annual event that the Iowa League of Cities encourages its members to celebrate in order to highlight the often hidden or underappreciated things cities do. In addition to hosting a mock city council meeting during a lunch, she's planning other engagement opportunities as well, including Snapchat takeovers and more.

### **Community Events**

We've developed budgets for Beat the Bitter (Feb. 4, 2017), Blues & BBQ (July 8, 2017) and another potential event series. We'll begin seeking sponsorships for the events in September and will continue to discuss some initial plans and ideas for Beat the Bitter's second year, with plans to meet with community members in the coming month.

### **Other**

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

Nick worked on materials for the city's sponsorship of the Corridor Business Journal's Commercial Real Estate Luncheon, scheduled for Sept. 13.

Staff represented the City of North Liberty at the Iowa City Area Chamber of Commerce's North Liberty Roundtable.

Staff worked to develop a logo and signage for the new transit service, as well as materials online and for print. We're waiting for a finalized route and start date to begin the full push.

We sent news releases social service funding applications, NLPD town hall and community survey, and more.

Staff attended fire safety training with other departments.

Staff volunteered in the final week of Summer Lunch & Fun.

### **Social media**

Month	Facebook new likes	Facebook reach (28 days)	Twitter new follows	Twitter impressions	Instagram new follows
August 2016	84	74,265	55	29,500	82 (803)
July 2016	110	83,551	70	16,500	124 (721)
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
August 2016	21,915	15,496	42,191	1.93	1:22
July 2016	21,164	15,123	40,525	1.91	1:22
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

### Completed Shoots

Title	Requested By	Date Shot	Duration
City Council	City Administration	Aug. 1	0:58
Planning and Zoning Commission	City Administration	Aug. 2	0:15
Parks and Recreation Commission	City Administration	Aug. 4	0:58
Just Tri Youth Triathlon	Communications	Aug. 7	0:02
City Council	City Administration	Aug. 9	1:56
Library Board of Trustees	City Administration	Aug. 15	1:03
Recsters/Knight Riders	Recreation	Aug. 16	0:02
Salute to Summer	Communications	Aug. 20	0:02
Porchfest	Communications	Aug. 20	0:02
NLPD K9 fundraiser	Communications	Aug. 24	0:02
City Council	City Administration	Aug. 23	1:00
Board of Appeals	City Administration	Aug. 31	0:20
<b>Total shoots: 8</b>	<b>Duration of new video: 4.9 hours</b>		

The mission of the Communications Department is to publicize community information, be a catalyst for community cohesion and promote engagement in North Liberty.

We do this by:

- Making information of public interest, beyond that required by law, accessible on multiple platforms
- Learning about and publicly explaining decisions that affect the community, and advocating in the public's best interest
- Anticipating and answering the public's questions and concerns
- Conceiving and implementing new initiatives consistent with our mission
- Promoting North Liberty as an attractive place to live, work, play and do business
- Helping connect the public, media and civic organizations to city officials
- Seeking out and sharing news and information about the City of North Liberty and the community
- Providing community building and engagement opportunities

## **Community Event Assistance Policy**

**Throughout the year, there are events organized by, or in partnership with, residents who seek to improve the quality of life and the cohesion of the community. It is in the City of North Liberty's interest to support such events. This policy outlines the types of support the City of North Liberty can offer such events and initiatives, as well as well as the requirements of eligible events.**

### **Eligible Events**

Events eligible for support must:

1. Commit to acquiring a special event permit if required
2. Adhere to the requirements of the permit
3. Be open to the public
4. Be either based in North Liberty or organized by a City of North Liberty-supported organization.
5. Have the intention to become a repeated event

Event support is decided by staff on a case-by-case basis and will be reevaluated each year.

Additionally, staff will consider an event's cost to participants, the event's scale and scope, the event's uniqueness, and the event's potential economic impact.

**If approved for community event assistance, the community engagement coordinator, along with the communications department staff, is able to offer a community event various levels of event support based, in part, on staff time and workload. Support may range from a few or many of the items below:**

- Serve as committee liaison and attend appropriate meetings
- Provide an initial review of the special event permit
- Offer budget review and feedback
- Provide direction in applying for North Liberty Community Betterment Group to be the fiscal agent, if appropriate
- Introduce committee chair to potential collaborators
- Provide introductions to public safety personnel and other relevant city staff
- Limited day of event needs, if available
- Loan various event equipment:
  - o (2) 10x10 tents
  - o Mister
  - o Fire extinguishers
  - o Bar top
  - o Extension cords
  - o Barricades
- Marketing
  - o Create limited design work (posters, etc)
  - o Include event on the City of North Liberty and CVB online calendars

- o Author a news post on the city website and notify North Liberty subscribers of the upcoming event, if appropriate.
- o Share/Like/Retweet event social media post
- o Share a list of updated media contacts, press release template, and review press release
- o Assist with arranging a guest appearance for event committee chair in local media
- o Create a video PSA
- o Take photos and/or video day of the event

**Approved events will be required to provide the following to the community engagement coordinator for consideration of continued support year after year:**

- Designated committee chair for communication
- Copy of the approved special event permit, if applicable
- Draft of budget at least 60 days out from event and actual expenses post event
- City of North Liberty logo on appropriate materials (website, poster, etc.)
- Timely communication of event details throughout the planning process for accurate promotion assistance
- Full-resolution photographs for use in City of North Liberty marketing and publications
- Copies of all receipts if using the NLCB account

**The communications department will refrain from assisting with some event tasks due to staff time, workload, and conflict of interest. These responsibilities have also been reserved for the planning committee to help cement these events and projects as resident-driven and set up for long term success with or without the City of North Liberty communications department assistance.**

- Sponsor asks
- Financial support
- Detailed planning
- Damage waivers or liability beyond event budget
- Alcohol licenses
- Exceptions to city ordinances
- Sending a press release to media contacts directly (contacts can be shared)



## **North Liberty Telecommunications Commission**

Meeting Minutes

Monday, July 11, 2016

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

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1. Call to order.

Hoffman called the meeting to order at 6 p.m.

2. Roll call.

Present were commissioners Hoffman, Wells and Fields. Also present: Nick Bergus, Jillian Miller, Stefan Juran. Commissioners Arnold and Gattas were absent.

3. Public comment for items not on the agenda.

There was none.

4. Introduction of Commissioner Keshia Fields.

Commissioner Fields offered a brief introduction.

5. Cable provider updates.

Bergus reported on the progress of a customer complain about an unbury cable drop.

6. Staff report.

Bergus and Miller reported on the department's activities, including Blues & BBQ, Porchfest and Snapchat.

7. Approval of minutes.

Wells moved, Fields seconded, to approve the minutes 6:15 p.m. with all voting in favor.

8. Old business.

Bergus discussed staff dissatisfaction with the North Liberty app. Staff will continue to work with the service provider.

9. New business.

There was none.

10. Next meeting date.

The Commission agreed to convene next on Sept. 12.

11. Adjourn.

Wells moved, Fields seconded, to adjourn the meeting at 6:15 p.m. with all voting in favor.