



## **North Liberty Telecommunications Commission**

Meeting Agenda

Monday, Nov. 7, 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. Community bench marking survey.
6. Telecommunications Commission ordinance.
7. Community Event Support policy.
8. Approval of minutes.
9. Old business.
10. New business.
11. Next meeting date.
12. Adjourn.

# Communications Department Report

Submitted to the North Liberty City Council  
Nov. 1, 2016 for the month of October 2016

## Cablecast Server

We've moved over to the Tighrope servers and are using them full time, including all playback, bulletin board and live-meeting capture. We're fine tuning our use now and hope to move on to the digital signage (driven by Carousel, as seen at right) soon. We have an updated digital bulletin policy, approved by the Telecommunications Commission, that will allow non-commercial community use, while keeping the signage valuable for City of North Liberty messages.



## Communications Specialist

Megan Benischek started full-time on Oct. 10 and was able to spend a week working with Stefan Juran before he moved to Nashville, Tenn. Megan's learning our systems and has the skills to contribute and refine what we already have in place. Her first major project is a video focused on the North Liberty Police Department's effort to bring a police dog to the force. The video will debut at the North Liberty Business Banquet on Nov. 3.

## City Week

For City Week, Oct. 10 to 14, Jillian organized a city-employee-driven Snapchat takeover, which offered a behind-the-scenes look at what the city does each day. Streets, parks, recreation, police, communications, human resources and legal departments participated, and the takeover touched on water, waste water and building inspection as well. Staff who participated successfully balanced information and engagement. The initiative, cross promoted online and other social networks, added 177 Snapchat followers. She also organized a mock city council meeting as part of a Iowa City Area Chamber RoundTable lunch hosted in our council chambers. Attendees took the role of councilors, developers, residents and others, which gave them the chance to see how elected officials grapple with decisions that have no clear right answer.

## Beat the Bitter

Planning for the second year of our winter games and good cheer, Beat the Bitter, is ongoing for Feb. 3 and 4, 2017. Our goal is to build on the success of last year's success by refining the core

events (5K-ish obstacle run, scavenger hunt, kickball tournament, adult evening gathering), keeping popular affiliated events (fat tire bikes, rugby) and adding additional elements, both affiliated and core. We plan to roll out details in time for holiday gifts (some events will require registration and fees) with the main marketing push at the start of the new year.

### **Blues & BBQ and Another Episode**

We're working on securing sponsorships for 11<sup>th</sup> year of Blues & BBQ (it will be held July 8, 2017, with plans for a ticketed fundraiser on Friday, July 7) and our first season of Another Episode (May 18, June 15, July 20 and Aug. 17, 2017), a twist on movie-in-the-park. We'll continue seeking sponsorships in the coming months.

### **North Liberty Transit**

We distributed materials to targeted audiences when the service launched on Oct. 10, reaching out directly to residents at route stops such as the North Liberty Living Center, Savannah Village and Jefferson Point, as well as service agencies such as the Community Pantry and the elementary schools' Family Resource Centers.

For Oct. 17, we coordinated a ribbon cutting as well as coverage in print, such as the *Gazette*, *Press-Citizen* and the *Leader*, on TV, such as KCRG, KGAN and NLTV, as well as on radio, such as KCJJ, WMT and KXIC. Additionally, we done owned social and online previews of the route and a couple rounds of launch follow up as well.

### **Projects**

We've been working to communicate details about the water treatment plant and associated projects. With well drilling starting in November, Nick is working to communicate with residents most effected by that work, including coordinating an open house on Nov. 2 with neighbors.

### **Other**

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

Staff represented the City of North Liberty at the Iowa City Area Chamber of Commerce's North Liberty Roundtable. Jillian is working with the United Way of Johnson and Washington Counties' annual campaign cabinet (and coordinated the city's workplace campaign).

Nick put together and distributed a survey to collect information about the county's minimum wage impact in North Liberty and compiled the results.

We participated, as social media trolls, with other city departments in the community library's second annual Trunk or Treat.

We sent news releases about the city's increased recycling fee, the NLPD's community survey, road work and more.

## Social media

Month	Facebook new likes	Facebook reach (28 days)	Twitter new follows	Twitter impressions	Instagram new follows
October 2016	79	74,835	42	30,300	19 (843)
September 2016	64	62,860	52	25,000	21 (824)
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
October 2016	18,311	12,813	35,906	1.96	1:25
September 2016	14,139	10,256	30,028	2.12	1:30
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

## Completed Shoots

Title	Requested By	Date Shot	Duration
Telecommunication Commission	City Administration	Oct. 3	0:31
Parks and Recreation Commission	City Administration	Oct. 6	0:21
Coffee with a Cop	Communications	Oct. 7	0:02
City Council	City Administration	Oct. 11	2:36
Mock City Council Meeting	Communications	Oct. 12	0:23
Tree and Storm Water Advisory Board	City Administration	Oct. 12	0:26
Transit Ribbon Cutting	Communications	Oct. 17	0:03
Library Board of Trustees	City Administration	Oct. 17	0:42
City Council	City Administration	Oct. 25	1:30
NLPD K9 Banquet Video	Communications	Oct. 31	0:03
<b>Total shoots: 10</b>	<b>Duration of new video: 6.2 hours</b>		



January 24, 2011

Dear Friend,

The North Liberty City Council has decided to reach out to our citizens with the objective of receiving honest feedback on a number of important matters, including service expectations and satisfaction. We strongly believe that it is critical to understand your perspectives and thoughts in order to make the best possible decisions for our rapidly growing city. We hope you will take this opportunity to tell us how you feel and express your opinions. By working together, we hope to move North Liberty forward to the benefit of all.

The enclosed Confidential Report covers a number of subjects. The survey may be filled out by any adult in the household, either independently or with input from other family members. If a specific subject does not apply to you, just skip to the next section as guided by the instructions. Your response is totally confidential and you need not sign your name. Your answers will go directly to Dan Wiese Marketing Research in Cedar Rapids and only he and his staff will see the completed surveys. The City staff and Council will receive only a summary of the responses.

Please fill out the Confidential Report and drop it in the mail today while this has your attention. A stamped, self-addressed return envelope is provided for your convenience.

Thank you for your time and commitment to helping us improve the quality of life within North Liberty.

Cordially,

Ryan Heiar, City Administrator



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Thank you for your time and commitment to helping us improve the quality of life within North Liberty.

Cordially,

Ryan Heiar, City Administrator

# Confidential Report

Please answer all questions that apply to you. Thank you.

## Streets

How would you rate the general condition of North Liberty's streets?

- Excellent
- Good
- Fair
- Poor

How would you rate snow removal in North Liberty?

- Excellent
- Good
- Fair
- Poor

How do you feel about the Highway 965 Project functional improvements?

- Excellent
- Good
- Fair
- Poor

Are you in favor of continuing the Highway 965 Project to planned completion?

- Yes
- No

## Utilities

How do you rate the quality of your water in North Liberty?

- Excellent
- Good
- Fair
- Poor

How would you rate the value of water and sewer services for the amount you pay?

- Excellent value
- Good value
- Fair value
- Poor value

## Transit

There are several types of transit service used in the United States. Please review below the descriptions of the types North Liberty might consider:

**a. Fixed-route service: one or more buses that run on the same streets every trip every day.**

**b. Demand-responsive service: a vehicle that picks you up at your home, delivers you to your destination, then picks you up from your destination later and returns you to your home. You would have to call in advance each and every time you want this service, so it is not intended to be used for work-related trips.**

**c. Van-pool service: a vehicle is owned by the city and used by a group of people interested in riding together at the same times to destinations that make such an arrangement convenient, usually for work-related trips.**

**d. Car-pool service: a ride-matching system, probably Web-based, that is set up by the city to help you either offer rides or find rides with others, usually for a price negotiated by the provider and the rider. Car-pooling is most effective for ongoing daily use such as work trips, but could also be used for special-purpose or periodic trips.**

Reviewing each of the types of transit service please check below the degree to which each is of interest to you.

	a. Fixed-route	b. Demand-responsive	c. Van-pool	d. Car-pool
Very interested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Somewhat interested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not very interested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not at all interested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Again reviewing each of the types of transit service, please check below the likelihood of your using each.

	a. Fixed-route	b. Demand-responsive	c. Van-pool	d. Car-pool
Very likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Somewhat likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not very likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not at all likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you have any thoughts or ideas regarding public transit we would be grateful if you would share them below:

**If you have no interest in any of the types of transit, please skip to the next section on Parks and Recreation. Otherwise, please answer the next questions on transit.**

Regardless of which type of transit you might use, when do you believe you might use transportation services?

Weekdays, how often?

- Every weekday, all year long
- 3-4 days per week, all year long
- 1-2 days per week, all year long
- A weekday every once in a while

Weekdays, what time of day? Please choose all that apply.

- Early morning (generally 6:30 – 9:00)
- Mid-morning (generally 9:00 – noon)
- Early afternoon (generally noon – 3:00)
- Late afternoon (generally 3:00 – 6:00)
- Evening (generally 6:00 – 9:00)

Weekends, how often?

- Ⓐ Every Saturday, all year long
- Ⓑ Every Sunday, all year long
- Ⓒ A weekend day every once in a while

d. Weekends, what time of day? Please choose all that apply.

- Ⓐ Early morning (generally 6:30 – 9:00)
- Ⓑ Mid-morning (generally 9:00 – noon)
- Ⓒ Early afternoon (generally noon – 3:00)
- Ⓓ Late afternoon (generally 3:00 – 6:00)
- Ⓔ Evening (generally 6:00 – 9:00)

Whether regularly or once in a while, where do you believe you would most often go with a transportation service?

- Ⓐ major nearby landmark, such as “downtown Iowa City”, or “University Hospitals”  
Where? \_\_\_\_\_
- Ⓑ A variety of places, without any regular pattern.

5. If it costs the city about \$4 to provide a one-way trip (for you to get to a destination or to get home), how much do you think you personally would be willing to pay for that trip?

- Ⓐ \$.75 - this is the current cost for bus riders
- Ⓑ \$2
- Ⓒ \$3
- Ⓓ \$4 – the entire cost
- Ⓔ Don't care or don't know

6. Thinking about both summer and winter weather conditions, if a transportation service is available to you that you must walk to use, such as a regular-route bus, about how many standard city blocks (about 300 feet each) do you believe you would consider walking to use it?

- Ⓐ 1
- Ⓑ 2
- Ⓒ 3
- Ⓓ 4
- Ⓔ More than 4
- Ⓕ It must involve little or no walking.

If the city decides to offer additional service in the future, may we contact you by email or postal mail for more information about your transportation needs? If so, please add the following information:  
**Including this information is totally optional.**

Name:

Address:

Email Address:

## **Parks & Recreation**

How would you rate existing North Liberty parks?

- Excellent
- Good
- Fair
- Poor

How do you rate current North Liberty park facilities?

- Excellent
- Good
- Fair
- Poor

Please share suggestions for improvements in parks.

What would you like to see in a new west side park?

How do you rate existing recreational programs?

- Excellent
- Good
- Fair
- Poor

How do you rate existing recreational facilities?

- Excellent
- Good
- Fair
- Poor

Please share any suggestions for new recreation programs and facilities.

For each of the items below please check your level of interest.

City Parks:

	High Interest	Some Interest	No Interest
Band Shell / Stage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor Multi-purpose Facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Grass Areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Sport Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park Shelters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playground Equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Park Shelters:

	High Interest	Some Interest	No Interest
Covered, open air shelters with tables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enclosed shelters with heat/air	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilities; Water & Electricity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Indoor Multi-purpose Facility components:

	High Interest	Some Interest	No Interest
Archery Targets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Batting Cages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horseshoe Pits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pickleball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racquetball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rental Space (family gatherings)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any other ideas for the indoor Multi-Purpose Facility that you would find of high interest?

- Yes \* what?
- No

Outdoor Sport Courts components:

	High Interest	Some Interest	No Interest
Horseshoe Pits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Miniature Golf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pickleball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sand Volleyball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any other ideas for outdoor sports courts that you would find of high interest?

- Yes \* what?
- No

## North Liberty Government

How do you feel about the accessibility of North Liberty's Mayor and City Council members?

- Very accessible
- Somewhat accessible
- Not very accessible
- Not at all accessible

How about the accessibility of North Liberty department heads and other officials?

- Very accessible
- Somewhat accessible
- Not very accessible
- Not at all accessible

How do you feel about the growth of North Liberty?

- The pace is just right
- The pace is too slow
- The pace is too fast

What is your opinion about the city supporting a new library?

- ⑨ It's critical, I highly approve
- ⑨ It's nice, but not a top priority
- ⑨ I'm neutral on that
- ⑨ I am against it, we have more important priorities

How do you get news and information about North Liberty government?

What is North Liberty's highest priority need, in your opinion?

Please share any other comments you'd like the City Council to hear.

**Thank You Very Much**

**CHAPTER 25**  
**COMMUNICATIONS ADVISORY COMMISSION**

25.01 Purpose	25.05 Compensation
25.02 Commission Established	25.06 Election of Officers
25.03 Appointment and Terms	25.07 Meetings
25.04 Duties	25.08 Rules and Regulations

**25.01 PURPOSE.**

The purpose of this chapter is to establish a Communications Advisory Commission for the purpose of advising, assisting and overseeing the communications efforts of the City.

**25.02 COMMISSION ESTABLISHED.**

There is established a Communications Advisory Commission for the City.

**25.03 APPOINTMENT AND TERMS.**

The Communications Advisory Commission shall consist of five members appointed by the Mayor, subject to the approval of the Council. The Commission members shall be at least eighteen years of age and legal residents of the City,. The five members shall be appointed for staggered terms, with no more than two members having their appointment end in a single year. All appointments shall be for terms of three years. In the event of a vacancy, a successor shall be appointed to fill the unexpired term for which such former member was originally appointed.

*(Ord. 12-04 - Aug. 12 Supp.)*

**25.04 DUTIES.**

The duties of the Communications Advisory Commission are as follows:

1. Recommend and review policies, rules, regulations, ordinances, and budgets relating to communications and engagement initiatives of the City and make such reports to the Council as the Commission deems in the public interest.
2. Assure that the operation of the public access channel be as free of program censorship and control as legally possible.
3. Perform such other duties and functions relative to the communications department as may be appropriate in order to maximize their use among the widest range of individuals, institutions, and other organizations within the City.

**25.05 COMPENSATION.**

Members of the Communications Advisory Commission shall serve without compensation.

**25.06 ELECTION OF OFFICERS.**

The Commission shall elect from its own membership at its regular meeting in July its Chairperson and Vice Chair, each to serve for a term of one year. The Commission shall also appoint a Secretary at its regular July meeting, who may be (but need not be) a member of the Commission.

**25.07 MEETINGS.**

1. The Commission shall hold at least one regular meeting during each calendar quarter, or as needed, the time and place to be determined by its rules.
2. The Chairperson, Vice Chair or any three of the members of the Commission may call a special meeting by giving at least three days' notice in writing to every member of the Commission. The call for a special meeting shall include an agenda, and only matters included in that agenda may be discussed at the meeting.
3. A quorum of the Commission shall be three members.
4. The Chairperson shall vote as a member of the Commission.
5. The Commission shall submit minutes of any meeting to the City Clerk within a reasonable time after the meeting, but the submission shall be prior to the next regularly scheduled City Council meeting following said Commission meeting.

**25.08 RULES AND REGULATIONS.**

The Commission shall adopt such rules and regulations as it deems necessary to carry out its functions, conduct its meetings, and to ensure that notice and due process are given to all parties concerning any hearing on any complaints to said Commission and that the hearings are held promptly in accordance with reasonable notice to all parties.

**CHAPTER 25**

**TELECOMMUNICATIONS ADVISORY COMMISSION**

- |                              |                             |
|------------------------------|-----------------------------|
| 25.01 Purpose                | 25.05 Compensation          |
| 25.02 Commission Established | 25.06 Election of Officers  |
| 25.03 Appointment and Terms  | 25.07 Meetings              |
| 25.04 Duties                 | 25.08 Rules and Regulations |

**25.01 PURPOSE.**

The purpose of this chapter is to establish a ~~Telecommunications Commission~~ Communications Advisory Commission for the purpose of ~~administering the North Liberty Cable Television Regulatory and Franchise Enabling Ordinance and Franchise Agreement~~ advising, assisting and overseeing the communications efforts of the City.

**25.02 COMMISSION ESTABLISHED.**

There is established a ~~Telecommunications Commission~~ Communications Advisory Commission for the City.

**25.03 APPOINTMENT AND TERMS.**

The ~~Telecommunications Commission~~ Communications Advisory Commission shall consist of five members appointed by the Mayor, subject to the approval of the Council. The Commission members shall be at least eighteen years of age and legal residents of the City, ~~except that one nonresident cable subscriber who is at least eighteen years of age may be appointed to the Commission in the Mayor's discretion.~~ The five members shall be appointed for staggered terms, with no more than two members having their appointment end in a single year. All appointments shall be for terms of three years. In the event of a vacancy, a successor shall be appointed to fill the unexpired term for which such former member was originally appointed.

*(Ord. 12-04 - Aug. 12 Supp.)*

**25.04 DUTIES.**

The duties of the ~~Telecommunications Commission~~ Communications Advisory Commission are as follows:

1. Recommend and review policies, rules, regulations, ordinances, and budgets relating to communications and engagement initiatives of the City and make such reports to the Council as the Commission deems in the public interest.
- ~~1. Resolving disputes or disagreements between subscribers, potential subscribers, and the grantee should such parties be unable first to resolve their disputes. The Commission may conduct a public hearing upon any petition by any person seeking resolution of a dispute concerning the operation of any franchise granted by the North Liberty Cable Television Regulatory and Franchise Enabling Ordinance. The hearing shall be conducted informally and in such a manner as to give each party a reasonable opportunity to present its evidence. Following such hearing, the Commission shall issue its findings or determination. Such finding or decision shall be final, unless appealed to the Council within ten days of the Commission's decision. The Council, on appeal, may reverse, affirm, or modify the Commission's decision.~~
- ~~2. Reviewing and auditing reports submitted to the City as required by this chapter and such other correspondence as may be submitted to the City concerning the operation of the cable television system and to ensure that any necessary reports are completed and fulfilled pursuant to the terms of the North Liberty Cable Ordinance.~~
- ~~3. The Commission will work with the public and media to assure that all records, rules, and charges appurtenant to the cable television system are made available for inspection at reasonable hours upon reasonable notice.~~
- ~~4. Confer with the grantee and advise the City on the interconnection of the City system with other cable and communication systems.~~
- ~~5. Subsequent to the initial franchise, solicit, review, and provide recommendations to the Council for selection of applicants for franchises.~~
- ~~6. Initiate inquiries, receive requests for review of rates charged by the grantee, and provide~~

**Commented [NB1]:** This might make sense to keep (it hasn't been invoked in more than 15 years) as part of our PEG access duties.

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**Commented [NB2]:** Done at a staff level

~~recommendation on such actions to the Council.~~

~~7. Conduct evaluations of the cable television system at least every three years with the grantee and make recommendations to the Council concerning system improvements and amendments to this chapter or the franchise agreement.~~

~~8. Establish and administer sanctions as authorized by the North Liberty Cable Ordinance.~~

~~9. Make recommendations to the cable operator with regard to the cable television system and the educational and governmental access channels.~~

~~10. Ensure that the cable operator makes the public access channels available to all residents of the City on a nondiscriminatory basis and cooperate with the entity operating access channels as those operators develop rules for such channels.~~

~~12.~~ 12. Assure that the operation of the public access channel be as free of program censorship and control as legally possible.

~~13.~~ 13. Perform such other duties and functions relative to ~~public access channels~~ the communications department as may be appropriate in order to maximize their use among the widest range of individuals, institutions, and other organizations within the City. ~~This includes recommendations to the Council for utilization of the annual franchise payment.~~

Commented [NB3]: State franchising prevents us from enforcing these.

#### **25.05 COMPENSATION.**

Members of the ~~Telecommunications Commission~~ Communications Advisory Commission shall serve without compensation.

#### **25.06 ELECTION OF OFFICERS.**

The Commission shall elect from its own membership at its regular meeting in July its Chairperson and Vice Chair, each to serve for a term of one year. The Commission shall also appoint a Secretary at its regular July meeting, who may be (but need not be) a member of the Commission.

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#### **25.08 RULES AND REGULATIONS.**

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## **Community Event Assistance Policy**

**Throughout the year, there are events organized by, or in partnership with, North Liberty residents who seek to improve the quality of life and the cohesion of the community. The City of North Liberty wants to support these initiatives. This policy outlines areas of support the City of North Liberty communications department can offer such events, as well as the requirements of eligible events.**

### **Eligible Events**

Events eligible for support must

1. Adhere to the requirements of a special event permit, if it is determined that one is needed. See <http://northlibertyiowa.org/government/permits/> to learn more.
2. Be open to the public
3. Be either based in North Liberty or organized by a City of North Liberty-supported organization.
4. Have the intention to become a repeated event
5. Not be intended for business profit

Additionally, the event's scale, scope, uniqueness, and potential economic impact will also be considered. Support will be reevaluated each year. Examples of approved events include: North Liberty Porchfest and Penn Landing Market.

Non-eligible events include:

- Fundraisers for an individual's benefit
- Exclusionary events, such as those related to a particular religious or political affiliation
- Promotional business events

**If approved for community event assistance, the event organizers may have the opportunity take advantage of one or all of the items below. The community engagement coordinator will discuss what areas of support are available based in part, on staff time and workload.**

- A staff member to serve as a committee liaison and attend appropriate meetings
- An initial review of the special event permit, if needed
- Budget review and feedback
- Introduction to potential collaborators
- Introductions to public safety personnel and other relevant city staff
- A staff member(s) to volunteer at the event day-of, if available
- Access to various lendable event equipment
- Marketing assistance
  - o Limited design work (posters, etc)
  - o Event inclusion on the City of North Liberty and CVB online calendars

- o A news post on the city website and notification to North Liberty email subscribers of the upcoming event, if appropriate.
- o Share/Like/Retweet event social media post on city accounts
- o A list of updated media contacts, a press release template, and review of press release
- o Arranging of a guest appearance for event committee chair in local media
- o Creation of a video PSA to be play on the community bulletin board and an NLTV
- o A staff member to photos and/or video day of the event

**Approved events will be required to provide the following to the community engagement coordinator:**

- A designated committee chair for regular communication
- A copy of the approved special event permit, if applicable
- A draft of budget at least 60 days in advance of the event date and actual expenses post event
- Proofs of all marketing materials that include the City of North Liberty logo(website, poster, etc.) before printing.
- 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

**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, Oct. 3, 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 6:01 p.m.

2. Roll call.

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

3. Public comment for items not on the agenda.

There was none.

4. Staff report.

Bergus reported on incoming Communications Specialist Megan Benischek, the staff's transition to a Tighrope automation server, preparations for City Week and other work.

5. Community bench marking survey.

Commissioner Hoffman discussed her research, including what other local municipalities had done, and possible firms and agencies who could provide professional assistance.

Commissioners agreed that additional direction on what the survey's goal and use would be was needed.

6. Community event support policy.

Discussion of the policy was tabled until November.

7. Bulletin board and digital signage policy.

Staff presented a proposed update to its Bulletin Board policy. The commission approved the policy with the addition of "available to the public" to the end of line A.

8. Budget FY18 discussion.

Staff presented the city's timeline for budgeting, presented items it was considering as part of the department's request, and solicited suggestions from the commission for consideration. The commission discussed the suggestions and offered their support.

9. Approval of minutes.

Well moved, and Fields seconded, approval of the minutes for the Sept. 12, 2016, meeting, with all voting in favor.

10. Old business.

There was none.

11. New business.

There was none.

12. Next meeting date.

The commission is scheduled to meet on Nov. 7, 2016. Fields will be unable to attend. Bergus will confirm a quorum of the commission is available.

13. Adjourn.

Hoffman moved, and Well seconded, that the commission adjourn at 6:31 p.m., with all voting in favor.