



North Liberty Communications Advisory Commission

Meeting Agenda

Monday, Jan. 8, 2018

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. Website redesign presentation.
5. Communication with Retired Residents
6. Staff report.
7. Approval of minutes.
8. Old business.
9. New business.
10. Next meeting date.
11. Adjourn.

Memo

To North Liberty Communications Advisory Commission
From Communication Director Nick Bergus
Date January 5, 2018
Re Communicating to North Liberty's Retired Population

Last year, the Commission indicated a desire to strengthen the city's connection with its retired residents by finding ways to better communicate city information to them. Prior to staff forming a specific plan, commissioners agreed to perform fact finding through individual contacts with local retirees to help determine what modes of communication would be the most effective way to reach this population as well as to identify what information is a priority for members of this population.

Once we've identified these key pieces and goals, staff can put together a targeted plan that will, ideally, build better lines of communication with our community's retirees.

North Liberty is home to several residential facilities serving retired populations that could offer good opportunities to visit with members of the retired population, either individually or in a group setting. The two contacts below have a history of being receptive to similar initiatives:

- Keystone Place at Forevergreen: Michelle Milcoff (319) 459-1964
- North Liberty Living Center: Jane Gast (319) 665-2402

The city currently offers several programs for retirees, or used by retirees, that could serve as meeting points:

- Senior Dining, weekly on Friday, 11:30 to 1 p.m., at the Community Center
- Social Hour, weekly on Monday, 10 to 11 a.m., at the Community Library
- Pickleball, weekdays, 8 a.m. to 12 p.m., at the Community Center
- Library Popup, monthly, 1:30 to 3 p.m., the North Liberty Living Center

In addition to our efforts, Angela McConville, the city's special projects coordinator, has been coordinating the weekly Senior Dining lunches, and having conversations with attendees of that program. She can provide insights she's gleaned at the Commission's meeting in February.

The Commission might also consider talking with representatives of Johnson County Livable Community and Solon Senior Advocates as organizations who have already worked in this arena. Staff can invite representatives to future meetings if desired.

Communications Department Report

Submitted to the North Liberty City Council

Jan. 3, 2018, for the month of November 2018

Beat the Bitter

Jillian continues to work on details for the third annual festival, including a brand-new ice rink in Penn Meadows Park (see below), and added additional events for the week of Jan. 28 and Feb. 3, the majority are free including all of Fire & Ice Friday at Penn Meadows Park. The listings, with registration links, are available at beatthebitter.com.

Ice rink

Working with the Recreation and Parks departments, we installed a new ice-skating rink on top of the tennis courts in Penn Meadows Park, secured ice skates to loan and marketed the new winter recreation opportunity to the community. Skating and skates are free, and details are available on our website.

Website redesign/focus group

We worked with Maudience and staff from across the city to focus on our website needs and help start honing the necessary content and functionality. The Maudience team will present some early work to the Communications Advisory Commission at its January meeting.

Budget

Nick submitted and met with city administration to discuss a proposed department budget for the fiscal year starting on July 1, 2018. Requests for the next fiscal year include additional staff time, training, and production equipment and workstation upgrades.

Corridor Brand Cram

Nick spent a day and a half working with a team of marketing and development folks from the Iowa City Cedar Rapids area to develop a regional brand and marketing campaign for the Cedar Rapids Iowa City Corridor Development, the Iowa City Area Development Group's joint venture with Cedar Rapids Metro Economic Alliance. The goal was to rapidly brainstorm, develop and pitch branding for what is currently called "Iowa's Creative Corridor." The ideas were presented to ICAD/CRMEA staff and then the joint venture board, and has since been shown to other key stakeholders. An RFP based on the work was issued in today.

Holidays

We covered a lot of holiday events and goings on, including Breakfast with Santa and the holiday vendor fair, and worked to inform the public about the myriad service and hour changes related to the holidays. Derek went through our year's archive of video to put together a highlight reel of North Liberty's past year for the new year. You can see it here:

<https://vimeo.com/249111789>

Snow emergency

Our first declared snow emergency of the year was issued on Dec. 29. It's always helpful when heavy snow and the declared emergencies fall outside of regular commutes and school travel, but the declarations seem to be smooth and mostly expected after several years of the ordinance's existence.

Other

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

Staff represented the City of North Liberty at as part of the Iowa City Area Chamber of Commerce North Liberty steering committee, with the United Way and Think Iowa City.

We sent news releases about a variety of survey seeking feedback from the public, tree collection, the Iowa City Landfill's cardboard ban, potential zoning ordinance changes and more.

Social media (Current month and preceding 12)

Month	Facebook new likes	Facebook reach (28 days)	Twitter new follows	Twitter impressions	Instagram net new follows
December 2017	224	86,779	24	28,700	17 (1054)
November 2017	57	25,611	24	20,500	2 (1037)
October 2017	57	44,372	29	38,400	19 (1035)
September 2017	107	65,887	36	33,400	21 (1016)
August 2017	111	51,381	37	46,900	18 (995)
July 2017	49	20,886	47	23,300	20 (977)
June 2017	69	27,806	29	16,700	20 (957)
May 2017	81	22,901	23	21,800	11 (937)
April 2017	72	37,913	36	28,400	15 (926)
March 2017	92	63,364	29	20,100	10 (911)
February 2017	54	40,720	39	38,100	14 (901)
January 2017	41	27,035	59	17,400	13 (887)
December 2016	51	59,538	29	17,800	14 (874)

Website Statistics (Current month and preceding 12)

Month	Sessions	Users	Pageviews	Pages/Session	Avg. Session
December 2017	18,941	13,550	37,510	1.98	1:17
November 2017	16,921	11,883	33,819	2.00	1:26
October 2017	18,630	13,044	36,558	1.96	1:24
September 2017	14,559	10,929	29,604	2.03	1:24
August 2017	17,263	12,335	36,431	2.11	1:30
July 2017	22,274	15,331	43,681	1.96	1:23
June 2017	24,295	18,102	45,565	1.88	1:14
May 2017	17,593	12,775	37,549	2.13	1:33
April 2017	17,784	12,520	36,183	2.03	1:26
March 2017	27,434	21,552	47,673	1.74	0:59

February 2017	13,340	9,711	29,186	2.19	1:32
January 2017	15,482	10,918	35,254	2.28	1:33
December 2016	12,687	9,167	29,048	2.29	1:30

Completed Videos

Title	Requested By	Date Completed	Duration
Communications Advisory Commission	City Administration	Dec. 4	0:30
Planning and Zoning	City Administration	Dec. 5	0:39
Parks and Recreation Commission	City Administration	Dec. 5	1:37
Advance in 60	Communications	Dec. 5	0:54
Social: Holiday Fair	Communications	Dec. 9	0:01
Social: Breakfast with Santa	Communications	Dec. 9	0:01
Social: Cookie Walk	Communications	Dec. 9	0:01
Library Board of Trustees	City Administration	Dec. 11	0:41
City Council	City Administration	Dec. 12	1:05
Social: Shop with a Cop	Communications	Dec. 12	0:01
Crisis Center	Crisis Center of JC	Dec. 15	0:02
Social: Penn Meadows Ice Rink Installation	Communications	Dec. 20	0:01
City Council	City Administration	Dec. 21	0:45
Social: Penn Meadows Ice Rink Open	Communications	Dec. 27	0:02
Social: Lunch Chief Platz	Communications	Dec. 28	0:01
North Liberty Highlight Video	Communications	Dec. 28	0:03
Social: Noon Year's Eve	Communications	Dec. 28	0:01
Total shoots: 17	Duration of new video: 6.31 hours		



North Liberty Communications Advisory Commission

Meeting Minutes

Monday, Dec. 4, 2017

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

1. Call to order.

Commissioner Goings called the meeting to order at 6:02 p.m.

2. Roll call.

Commissioners Hoffman, Fields and Wells were present. Also present were Nick Bergus, Jillian Miller and Derek Blackman.

3. Public comment for items not on the agenda.

There was none.

4. Connecting to North Liberty's senior population.

The Commission discussed how to better reach the retired and elderly population in the community. The idea for a survey at the library's senior event or senior living communities was suggested as well as in-person presentations in a focus-group setting. Hoffman and Fields volunteered to do such presentations. Hoffman pointed out that many senior members of the community might have adult children living in the area who might be helping communicate information. Nick provided an outline of some of the programs that library currently provides the senior population and that we might need to better capitalize on programs that are already being offered.

5. Commission openings.

Nick Arnold has stepped down from the commission and Commissioner Goings will be assuming a City Council seat in January. So, there are two openings for the commission. The application is available at northlibertyiowa.org. Wells suggested that we encourage a young person to join to get a different perspective.

6. Staff report.

Nick Bergus reported on staff happenings during the month of November. Highlights included: the city's upcoming website redesign, welcoming new quarter-staff member Evan Runkle, preparation for communication on spring projects, and Beat the Bitter. A brief review of the Business Boom and the drinking water advisory that was under effect for a few days were also discussed.

7. Approval of minutes.

Fields moved, and Wells seconded to approve the minutes from the Nov. 6, 2017 meeting.

8. Old business.

There was none.

9. New business.

Hoffman wished Goings well in her new role on Council and thanked her for her time on the Commission.

10. Next meeting date.

The next meeting date was scheduled for 6 p.m. on Monday, Jan. 8, 2018.

11. Adjourn.

Hoffman moved, with Fields seconding, to adjourn the meeting at 6:25 p.m., with all voting in favor.