



North Liberty Communications Advisory Commission

Meeting Agenda

Monday, Feb. 5, 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. Communication with retired residents.
5. Televising public meetings.
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
CC City Administrator Ryan Heiar
Date February 2, 2018
Re Televising public meetings

At the request of city administration and with the investment of the city resources, we've covered North Liberty's public meetings live and gavel to gavel for more than a decade. We're proud that we've made these meetings reliably viewable live and on demand.

This is beyond what is required by law, but that doesn't mean it's superfluous: by making our meetings more accessible to the public than required, we're being transparent as we conduct the public's business. Just as publishing meeting agenda online doesn't constitute an official posting (those are at City Hall), the video recording of a meeting doesn't constitute an official record of the meeting (those are the minutes), but by going beyond the requirements set forth in law, we make it easier for the public to know and follow the discussion and business of the city's appointed and elected officials.

Our current policy reflects that meeting coverage is a routine function, saying this in relation to our coverage of public meetings as part of our "Government Programming":

3. Communications Staff shall ensure that the following public meetings are routinely cablecast live and/or recorded for showing on local PEG access channel. Priority in taping and scheduling shall be in this order, as department resources allow:
 - a.
 - North Liberty City Council
 - North Liberty Planning and Zoning Commission
 - North Liberty Communications Advisory Commission
 - North Liberty Library Board
 - North Liberty Parks and Recreation Board
 - North Liberty Board of Adjustment
 - North Liberty Tree & Storm water Advisory Board
 - North Liberty Cemetery Board
 - North Liberty Board of Appeals

Work, planning, goal setting and educational sessions of the above-mentioned Boards and Commissions will be cablecast live and/or recorded as requested by the City Administrator and as staff time permits. If a meeting (or portion) will not be covered, it shall be noted on the agenda along with a brief explanation.

- b. The following public meetings may be cablecast live and recorded at the discretion of the Communications Department, in consultation with the City Administrator:

- Johnson County Board of Supervisors
- Iowa City School Board
- Any other public meeting

The last material changes to this section, noting that untelevised meetings should note this on the agenda, occurred in 2010, and affirms the recording and televising meetings as the default by noting those meeting portions not covered on the agenda.

As a department, we ask that public meetings be held in the council chambers whenever possible for two reasons. First, the regular location makes it easier for the public to find public meetings should they wish to attend, and, second, it makes setup and production of the meetings use staff time more efficient in a purpose-built space.

While we should reassess be willing to reassess “the way we’ve always done it,” I believe in this case, holding public meetings in the council chambers and recording and televising them is the correct action and the expectation of city administration and the public.

Communications Department Report

Submitted to the North Liberty City Council

Feb. 1, 2018, for the month of January 2018

Beat the Bitter

The festival, now a week-long celebration, began on Jan. 28. Early in the week are mostly affiliated events: events organized and hosted by local business or other organizations but marketed under the Beat the Bitter umbrella. We have been pleased with the turnouts and feedback has been positive. We're hoping that the success of these additional offerings will make recruiting affiliated events in the future easier, though it might also require us to do some curation or setting some additional standards to keep it at a reasonable number.

At the end of the week we're offering many of the same options as last year (Fire & Ice Friday, with fireworks, and Saturday's winter games, including 5K-ish and kickball) but both days have also expanded to include new activities, including curling, broomball, woodcarving, smores, ice skating and more. We're excited for the weekend.

Derek and Evan are shooting throughout the week, including the complete talk from local Olympian Jean Prahm, so we can assemble highlight videos of the festival's various aspects in the future, and promote the festival next year and beyond.

Jillian's work has been a huge boon to this burgeoning festival, and it's grown by leaps and bounds in the two years she's been involved. In short: her leadership has raised the bar and built a new North Liberty tradition that's being recognized by the wider community. I'm very excited to see where it goes from here.

Website redesign

Work continues with Maudience on the redesign and organization. Maudience presented early wireframes to the Commission in January and has provided some additional looks. After conversations with Nick and other staff, they've planned for automating some things that will make the website easier to navigate, such as internal navigation constructed from headline HTML tags. Once page layouts are set, actual code development will begin, which is expected to start in February.

Infrastructure projects

We're not far off from road construction season, and so we're laying the ground work for public communications about the projects and their impact on the community in the coming weeks: talking with engineers and talking about projects with the public to help set expectations about coming work and inconvenience while also highlighting the future improvements. We're also starting to plan our annual open house, which will be held in late February or March, so folks can come, ask questions and see what we're doing. Last year we added a display of future projects

anticipated in the Capital Improvements Plan, which I think was helpful for folks to be exposed to, and we'll plan to do so again.

Library endowment promotion

Evan is working on a video showcasing our library's offerings and promoting its endowment. This month, he started shooting with library staff and members of the board of trustees, in addition to footage showing off programming.

NLTV scheduling

Derek has been working on an ambitious plan to rethink NLTV's schedule. Despite its public, education and government mission, it's primarily been government programming, particularly meetings, for years. Derek is working with public and educational providers to increase the variety of programming on the cable channel itself, while also working to increase the visibility of the community bulletin board (what is also displayed on the monitors in city facilities) on cable, hoping to catch some drive-by views, by creating deliberate spaces for it between programs.

Other

We produced and submitted City Council and MPOJC Urban Planning Board meetings to the Iowa City government and Coralville PEG channels.

Staff represented the City of North Liberty at as part of the Iowa City Area Chamber of Commerce North Liberty steering committee, on a Community Leadership Program panel, with the United Way and Think Iowa City.

Jillian did

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
January 2018	87	32,521	30	28,600	10 (1064)
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)
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Website Statistics (Current month and preceding 12)

Month	Sessions	Users	Pageviews	Pages/Session	Avg. Session
January 2018	21,025	15,098	42,369	2.02	1:19
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

Completed Videos

Title	Requested By	Date Completed	Duration
Social: Deb Carneol's World Marathon Challenge	Communications	Jan. 4	0:01
Parks and Recreation Commission	City Administration	Jan. 4	1:30
Social: Penn Meadows Ice Rink	Communications	Jan. 8	0:01
Communications Advisory Commission	City Administration	Jan. 8	0:54
City Council	City Administration	Jan. 9	1:16
Tree & Stormwater Advisory Board	City Administration	Jan. 10	0:44
Library Board of Trustees	City Administration	Jan. 15	0:53
City Council	City Administration	Jan. 16	2:06
Library In-service Training, part 1	Library	Jan. 17	0:54
Library In-service Training, part 2	Library	Jan. 17	0:47
Library In-service Training, part 3	Library	Jan. 17	0:59
Social: Ice Rink Resurfacing	Communications	Jan. 18	0:01
Social: NLFD Ice Rescue	Communications	Jan. 22	0:01
City Council	City Administration	Jan. 23	1:23
City Council	City Administration	Jan. 29	2:02
Transit Task Force	City Administration	Jan. 30	1:44
MPOCJ Urban Policy Board	MPOJC	Jan. 31	1:30
Jean Prahm: My Life as an Olympic Bobsledder	Communications	Jan. 31	1:10
Total shoots: 18	Duration of new video: 17.9 hours		



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.

Commissioner Fields called the meeting was called to order at 6:01 p.m.

2. Roll call.

In attendance were Commissioners Fields, Wells and Hoffman, as well as Nick Bergus, Evan Runkle and Mark Vande Har.

3. Public comment for items not on the agenda.

There was none.

4. Website redesign presentation.

Vande Har from Maudience presented the firms work on the city's website redesign. Commissioners, Bergus and Vande Har discussed next steps.

5. Communication with Retired Residents

Bergus discussed other city staff working on efforts to connect with retired residents. The commission will invite Special Projects Coordinator Angela McConville to the next meeting to talk about her work. Fields will to reach out to the Johnson County Livable Communities.

6. Staff report.

Bergus updated the commission of the staff's activities in December.

7. Approval of minutes.

Hoffman moved, and Wells seconded, to approve the minutes from the commission's meeting on Dec. 4, and the motion passed with all in favor.

8. Old business.

There was none.

9. New business.

There was none.

10. Next meeting date.

The commission is scheduled to meet at 6 p.m. on Feb. 5, 2018.

11. Adjourn.

Hoffman moved, and Wells seconded, to adjourn the meeting at 6:54 p.m., and the motion passed with all in favor.