



North Liberty Communications Advisory Commission

Meeting Agenda

Monday, April 2, 2018

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

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



North Liberty Communications Advisory Commission

Meeting Minutes

Monday, March 5, 2018

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

1. Call to order.

Commissioner Hoffman called the meeting to order at 6:00 p.m.

2. Roll call.

In attendance were Commissioners Hoffman, Moore and Wells, and well as Nick Bergus, Jillian Miller and Evan Runkle. Commissioner Fields was absent.

3. Public comment for items not on the agenda.

There was none.

4. Communication with retired residents.

Commissioner Wells attended the Senior Advisory Council meeting last week. He provided a brief overview of his findings which are also included in the packet.

5. Staff report.

Bergus shared staff updates from the past month including early plans for North Liberty Blues & BBQ, upcoming infrastructure projects kicking off at the March 7 Project Open House, possible public art projects, a new city e-newsletter called the North Liberty Bulletin, and other projects and happenings.

6. Approval of minutes.

Wells moved, and Moore seconded, to approve the minutes from the commission's meeting on Feb. 5, 2018.

7. Old business.

Bergus shared that applications for the open commissioner seat have been received and the selected new member is should be attending the April meeting.

8. New business.

There was none.

9. Next meeting date.

The commission is schedule to meet at 6 p.m. on April 2, 2018.

10. Adjourn.

Moore moved, and Wells seconded, to adjourn the meeting at 6:21 p.m., and the motion passed with all in favor.

Communications Department Report

Submitted to the North Liberty City Council

March 29, 2018, for the month of March 2018

Blues & BBQ

We held the first committee meeting in early March to kick off the planning season. Interest from food vendors is strong, with applications closing March 29. Our next meeting is scheduled for early April and we hope to open volunteer slots in early April as well. Blues & BBQ is scheduled for July 14, 2018, and information and volunteer opportunities will be available at northlibertyblues.org.

Storm drain painting

With the Tree and Storm Water Advisory Board's interest in painting storm drains as an educational initiative, Jillian has been working with staff and community members to put together a proposal to present at the advisory board's April 11 meeting, with implementation this summer.

Infrastructure projects

We continue to work on public awareness and direct contact with residents and business that will be affected by the numerous projects we have this year. In addition to general public awareness efforts, this year we're working closely with the residents on Front Street between Cherry and Zeller streets. As work began on the street, we hosted a meeting at the fire station to give the residents an opportunity to meet the contractor's on-site foreman, ask questions and make sure they have the contacts they need if they have problems or questions through the project. As with each construction season, we know there will be short-term inconveniences for what will be long-term and necessary improvements, and we hope to minimize those inconveniences.

Summer Activity Guide

We worked with the recreation department to put together the season activity guide, which includes that department's programming along with other community events and initiatives.

Website redesign

Development work began this month and should be in a place to begin transferring content to by late March or early April (we have a progress meeting later today). We could go live as early as mid-April, but May 1 is more likely as we work out some moving parts.

Iowa Municipal Management Institute presentation

Nick presented at the Iowa Municipal Management Institute, an annual conference put on by the Institute of Public Affairs, the Iowa City/County Management Associations and the Iowa League of Cities, on dealing with rumors, particularly on social media.

Run CRANDIC

We're focusing on hosting an official Cheer Party Zone for the first Cedar Rapids to Iowa City marathon, which comes through North Liberty (the accompanying half marathon begins here). Jillian has organizations and musicians from Liberty and North Central lined up as well as other partners. We hope those of you not running will consider joining the party on the morning of April 29 at the Community Center near Cherry Street. We'll bring the donuts.

Seniors

We included in the seasonal guide the confirmed items for Older American Month in May, which includes activities geared towards our senior population almost daily.

Other items

We provided the NoJoCo monthly paper with an updated header for the city's newsletter so it would include additional ways for members of the community to get information between newsletters.

We produced and submitted City Council meetings and League of Women Voters legislative forums to the Iowa City government and Coralville PEG channels.

We sent news releases about projects and road impacts, coming spring cleanup activities, holiday hours, closures and snow emergencies and more.

Social media (Current month and preceding 12)

Month	Facebook new likes	Facebook reach (28 days)	Twitter new follows	Twitter impressions	Instagram new follows
March 2018	134	33,026	35	29,000	19 (1089)
February 2018	71	20,416	48	48,400	6 (1070)
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)

Facebook new likes is the net number of new users liking the city's Facebook page; it does not include new *followers*. **Facebook reach** is the number of unique users who saw any of the city's Facebook content. **Twitter new follows** is the net number of new users following the city on Twitter. **Twitter impressions** is the total number of times a tweet from the city was shown. **Instagram new follows** is the net number of new users liking the city's Instagram account.

Website Statistics (Current month and preceding 12)

Month	Sessions	Users	Pageviews	Pages/Session	Avg. Session
March 2018	13,074	8,620	37,250	2.03	1:34
February 2018	15,930	11,181	33,857	2.13	1:34
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

Sessions is the number of time-bound user interactions with the website. **Users** is the number of unique devices loading the site in that month. **Pageviews** is the total number of pages loaded or reloaded. **Pages/Session** is the number of pages loaded per session. **Avg. Session** is the average length, in minutes and seconds, of user interactions. All stats are monthly.

Completed Videos

Title	Requested By	Date Completed	Duration
Social: Officer Scott Reads	Communications	March 2	0:07
Communications Advisory Commission	City Administration	March 5	0:26
Advance in 60: On Boarding New Talent	Communications	March 6	0:50
Social: City Projects Open House	Communications	March 9	0:01
Social: Water Plant	Communications	March 9	0:02
City Council	City Administration	March 13	0:37
Social: Fort Night	Communications	March 17	0:03
Library Board of Trustees	City Administration	March 19	0:47
City Council	City Administration	March 20	0:40
Transit Task Force	City Administration	March 22	1:07
Friends of the North Liberty Library Endowment	Library	March 27	0:03
City Council	City Administration	March 27	2:05
Social: Trying Out Raygun's Slogan Suggestions	Communications	March 21	0:01
League of Women Voters Legislative Forum	LWVJC	March 22	1:38
Total shoots: 14	Duration of new video: 8.5 hours		