



## **North Liberty Communications Advisory Commission**

Meeting Agenda

Monday, March 5, 2018

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. Communication with retired residents.
5. Staff report.
6. Approval of minutes.
7. Old business.
8. New business.
9. Next meeting date.
10. Adjourn.

# **Communications Department Report**

Submitted to the North Liberty City Council

March 1, 2018, for the month of February 2018

## **Blues & BBQ**

With Beat the Bitter out of the way, we've turned our attention to our summer tradition. Early planning has including a preliminary schedule for the day, confirming main stage performers and solidifying sponsorships. The full committee will start meeting on March 6. Food vending applications open by March 1 and we'll expect to start making announcements, including our headliner, in April or May. Blues & BBQ is scheduled for July 14, 2018, and information and volunteer opportunities will be available at [northlibertyblues.org](http://northlibertyblues.org).

## **Infrastructure projects**

Infrastructure projects impact a lot of our residents and businesses, so we work to have robust communication about those projects in the lead up to construction season. In addition to direct outreach for projects that can be invasive for homeowners, such as Front Street, we've make special care to highlight coming projects on social media. We also spent some time talking with private utilities that have some projects lined up that will impact residents and made plans to make sure residents know what to expect. Additionally, on March 7 from 4:30 to 6, we'll hold our annual open house at the library to highlight major infrastructure improvements happening this year.

## **Training videos**

Staff spent several hours shooting and producing video for internal use, including presentations on updates to employee benefits and traffic incident management training required of our fire fighters.

## **Storm drain painting**

With the Tree and Storm Water Advisory Board's interest in painting storm drains as an educational initiative, we've been working with Stormwater Coordinator Mike Wolfe and Parks Superintendent Guy Goldsmith to put together a program. We hope present it to the board at its April meeting for immediate implementation.

## **Black History Month**

We authored and publicized a mayoral proclamation of February as Black History Month.

## **Older Americans Month**

We're working with library, recreation and administration staff to set up what events or celebrations would make sense to highlight May's Older Americans Month and engage our older residents.

## North Liberty Bulletin

We've been wanting to rethink and relaunch our email newsletter for a while. The "North Liberty Bulletin" will relaunch in March as a monthly email newsletter focused on things to do, things to know and things that will impact our residents. The newsletter will offer us a forward-looking communications tool by focusing on things that will happen instead of what has happened, as well as a channel we own (in contrast to social media where we're at the whims of the platforms). We're thinking of it as in beta for now as we finetune the content and the feel. You can subscribe to it at <http://northlibertyiowa.org/about-us/news-sign-up/>

## Eye on North Liberty

To offer behind-the-scenes looks and updates to more city departments, we've put together a calendar for contacting each department throughout the year. While we work to showcase new city initiatives, it's easy to leave out departments such as waste water who by their nature work on day-in, day-out consistency. Derek shot updates with waste water and water departments at the end of February and they'll be released in March.

### Social media (Current month and preceding 12)

Month	Facebook new likes	Facebook reach (28 days)	Twitter new follows	Twitter impressions	Instagram net new follows
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)
February 2017	54	40,720	39	38,100	14 (901)

### Website Statistics (Current month and preceding 12)

Month	Sessions	Users	Pageviews	Pages/Session	Avg. Session
February 2018	15,930	11,181	33,857	1.42	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

<b>June 2017</b>	24,295	18,102	45,565	1.88	1:14
<b>May 2017</b>	17,593	12,775	37,549	2.13	1:33
<b>April 2017</b>	17,784	12,520	36,183	2.03	1:26
<b>March 2017</b>	27,434	21,552	47,673	1.74	0:59
<b>February 2017</b>	13,340	9,711	29,186	2.19	1:32

### Completed Videos

<b>Title</b>	<b>Requested By</b>	<b>Date Completed</b>	<b>Duration</b>
<b>Social: Fire &amp; Ice Friday</b>	Communications	Feb. 2	0:01
<b>Social: Winter Games Saturday</b>	Communications	Feb. 3	0:01
<b>Communications Advisory Commission</b>	City Administration	Feb. 6	0:30
<b>Planning and Zoning Commission</b>	City Administration	Feb. 6	0:55
<b>Social: Beat the Bitter highlights</b>	Communications	Feb. 6	0:02
<b>Social: Beat the Bitter affiliated highlights</b>	Communications	Feb. 7	0:01
<b>Social: UIHC Blood Drive</b>	Communications	Feb. 8	0:01
<b>Social: Ice rink bloopers</b>	Communications	Feb. 9	0:02
<b>City Council</b>	City Administration	Feb. 13	2:54
<b>Training: Traffic Incident Management training</b>	Fire Department	Feb. 14	3:01
<b>Training: Employee Benefits Update</b>	Human Resources	Feb. 20	0:35
<b>Transit Task Force</b>	City Administration	Feb. 22	1:31
<b>Liberty High Band Concert</b>	ICCSA	Feb. 22	1:20
<b>Liberty High Show Choir Concert</b>	ICCSA	Feb. 24	1:20
<b>City Council</b>	City Administration	Feb. 27	2:04
<b>Social: BLEEP Water Treatment Plant</b>	Communications	Feb. 28	0:02
<b>Total shoots: 16</b>	<b>Duration of new video: 12.9 hours</b>		



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6:00 p.m. Regular Session

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1. Call to order.

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

2. Roll call.

In attendance were Commissioners Fields, Wells and Moore, as well as Nick Bergus, Jillian Miller and Derek Blackman. Commissioner Hoffman was absent. There is still an open seat on the commission.

3. Public comment for items not on the agenda.

There was none.

4. Communication with retired residents.

Special Projects Coordinator for the City of North Liberty Angie McConville shared her outreach with the retired population in North Liberty. While most of her efforts have been focused on reinvigorating the Senior Dining at the recreation center, she has begun identifying different groups of seniors and is strategizing various modes of communication. The next Senior Council meeting will be March 2 from 11-11:30 a.m. McConville invited the commission to attend the Senior Council meetings to learn more about how they currently hear about city happenings, and what they feel is lacking. Commissioner Wells volunteered to attend the meeting to represent the Commission and report back to the group.

5. Televising public meetings.

Bergus reference the memo included in the commission packet. Wells shared that he fully supports recording the meetings but was interested in another setting other than Council Chambers. Bergus

explained that recording equipment at chambers is difficult to replicate at another location and as a city ordinance, the formal setting of the chambers is appropriate.

6. Staff report.

Bergus shared staff updates from the past month including the website redesign, infrastructure projects, and a revamp of NLTB programming. Miller also provided a brief overview on the success of the 3<sup>rd</sup> Annual Beat the Bitter that took place Jan. 28-Feb. 3, 2018.

7. Approval of minutes.

Wells moved, and Moore seconded, to approve the minutes from the commission's meeting on January. 8. 2018.

8. Old business.

There was none.

9. New business.

Bergus reminded the commission that there is an open seat on the commission that expires in June 2018.

10. Next meeting date.

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

11. Adjourn.

Moore moved, and Wells seconded, to adjourn the meeting at 6:26 p.m., and the motion passed with all in favor.