



North Liberty Communications Advisory Commission

Meeting Agenda

Monday, Dec. 3, 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. Approval of minutes.
5. Staff report.
6. Public Opinion Panel
7. Old business.
8. New business.
9. Adjourn.



North Liberty Communications Advisory Commission

Meeting Minutes

Monday, Nov. 5, 2018

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

1. Call to order.

The meeting was called to order at 6:03 p.m.

2. Roll call.

Commissioners Fields, Moore, and Bevins were present. Commissioners Wells and Hoffman were absent. Also present were Nick Bergus, Jillian Miller and Joel Miller.

3. Public comment for items not on the agenda.

There was none.

4. Approval of minutes.

Moore moved, and Bevins seconded, to approve the minutes from Oct. 1, 2018.

5. Staff report.

Staff reported on preparations for Beat the Bitter, including the lineup of programming that caters to all age ranges. Bergus also highlighted the city's new Public Opinion Panel (POP). Residents who sign up for POP on northlibertyiowa.org will receive up to monthly emails inviting them to provide feedback on topics under consideration by city council. Joel Miller, the new communications assistant was also introduced to the commission.

6. Draft Budget Request.

Bergus addressed questions on the proposed budget. A discussion took place about the possibility of rebranding the city's logo and what would be included in a IT risk assessment.

7. Old business.

There was none.

8. New business.

There was none.

9. Adjourn.

Moore moved, Bevins seconded, to adjourn the meeting at 6:28 p.m. It was approved with all in favor. The next meeting will be December 3, 2018, at 6 p.m.

Communications Department Report

Submitted to the North Liberty City Council

Nov. 30, 2018, for the month of November 2018

Beat the Bitter

Beat the Bitter details were unveiled early in the month, with registration opening on Nov. 19. Registrations are where about what we expected: the Snuggie Crawl sold out in two days (a day faster than the year before), and are good for the Igloo Jam, a new adult-focused event, and registration for winter games is where it has been in previous years. Ticket prices increase Dec. 1 for Igloo Jam and Jan. 1 for others.

The affiliated event calendar is also strong and diverse, with options for families (such as a skate-in movie, board games), kids (break dancing, storytime, cookie decorating) adults (fireworks and trivia, a luau) and senior (pickleball, tech talk, lecture). In all, we have about 20 affiliated events, with some additional ones that may be added.

The festival will run from Sunday, Jan. 27, 2019, through Saturday, Feb. 2, and details are available at beatthebitter.com.

Public Input

We've registered about 325 people to the Public Opinion Panel and will continue to do outreach and marketing to add additional folks with the goal of building a representative sample of our community, including folks who aren't heavy users of digital media. Our first survey, seeking feedback on service levels, was released this month, focusing on levels of need for city-provided services. The panel is open to all stakeholder, who can register at northlibertyiowa.org/pop.

Presentation Productions

The team had a heavy month of full-length program video productions, including a completed productions of Veterans' Day WWI presentation and Kate DiCamillo's author visit, and in-production programs of the annual economic development lunch and Kevin BF Burt and the Perfect Guitar, with more coming in the coming month.

Business & BBQ

With the fiscal support of the Iowa City Area Chamber of Commerce, we organized and hosted Business & BBQ at Mosley's new location to celebrate another year of success and growth in our business community. Attendance was about 150, with which we were pleased. It was an opportunity to show off North Liberty to the wider business community, meet and greet others in our local business community and introduce local economic development organizations.

Infrastructure Projects

While we're wrapping up this year's projects, we're getting ready for next year's disruption with the construction of two roundabouts along Front Street. Because this project will be particularly disruptive, we're planning additional public engagement surrounding the work, planning to host a public open house focused on this project in February or March.

Other items

Staff represented the city at Think Iowa City's Event Planner's Association and Business & BBQ event co-hosted with the Iowa City Area Chamber of Commerce.

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

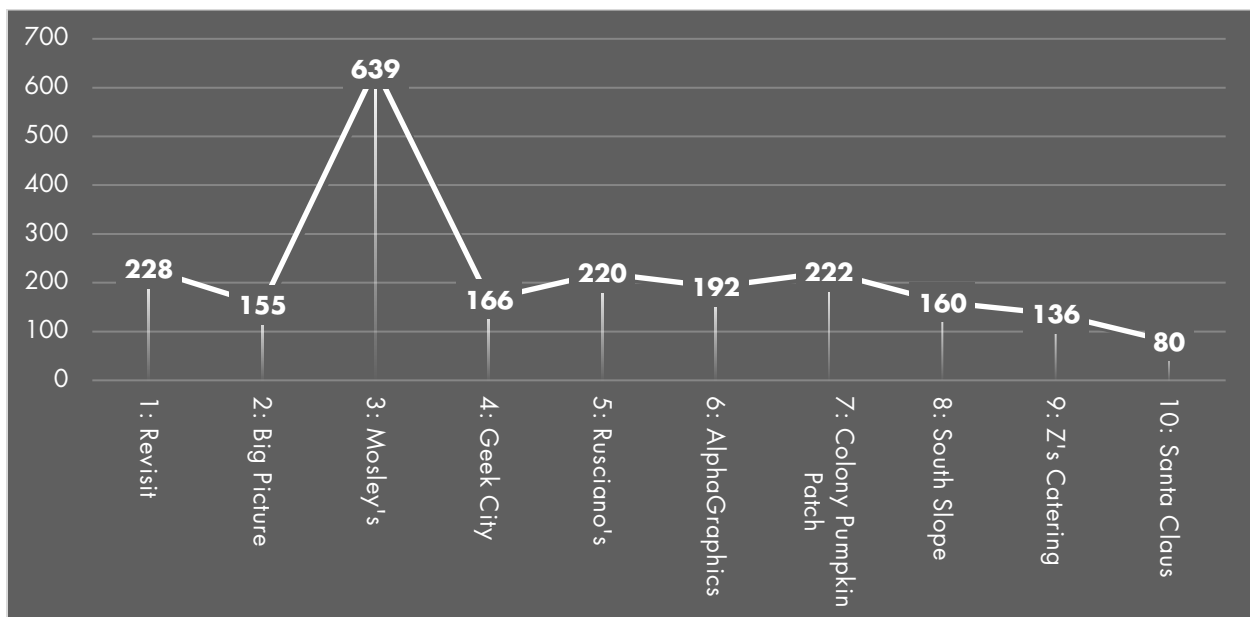
In addition to our own podcast, we help produce the library's Stork Storytime Talks podcast. This month, Nick lead a "dad's dish" episode of that series, which will be released in January.

We produced the thrice annual North Liberty activity guide, featuring programs and events from January through April 2019.

We sent news releases about the Public Opinion Panel, Citizen Police Academy, Beat the Bitter, snow reminders and more.

52317 Podcast

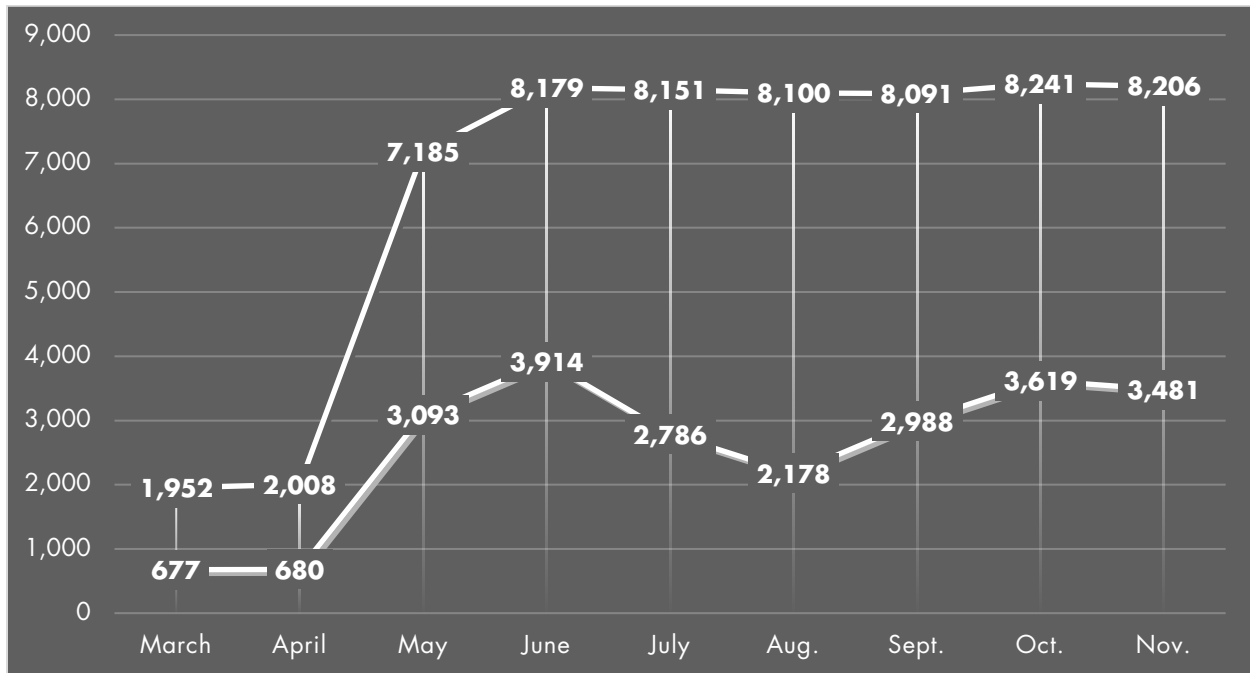
Release schedule is every three weeks; episodes can be found at northlibertyiowa.org/52317.



Downloads is the number times the podcast file was downloaded to a player, including a podcast client, webpage-embedded player or other device. Numbers are as reported by service provider LibSyn as of the date of this report.

North Liberty Bulletin Email Newsletters

Release schedule is first Thursday of the month; subscribe at northlibertyiowa.org/subscribe.



Recipients is the number of email addresses to which an issue of the Bulletin was sent and is represented by the top line. **Opens** is the number of unique recipients who opened the Bulletin and is represented by the bottom line; the standard open rate for government is 25.4%. Numbers are as reported by service provider MailChimp.

Social Media

Month	Facebook new likes	Facebook reach	Twitter new follows	Twitter impressions	Instagram new follows	Nextdoor members
Nov 2018	105	24,841	25	131,000	30 (1366)	3,308
Oct 2018	108	29,171	42	48,200	44 (1336)	3,294
Sept 2018	51	22,594	34	42,200	38 (1292)	
Aug 2018	74	37,607	16	47,900	64 (1254)	
July 2018	66	37,754	38	38,900	41 (1190)	
June 2018	187	45,976	37	52,800	28 (1149)	
May 2018	93	34,878	43	35,800	15 (1121)	
April 2018	378	45,215	51	33,300	17 (1106)	
March 2018	134	33,026	35	29,000	19 (1089)	
Feb 2018	71	20,416	48	48,400	6 (1070)	
Jan 2018	87	32,521	30	28,600	10 (1064)	
Dec 2017	224	86,779	24	28,700	17 (1054)	
Nov 2017	57	25,611	24	20,500	2 (1037)	

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, reported on a 28-day period. **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. **Nextdoor members** is the number of verified North Liberty residents who are users and received our agency messages.

Website Statistics (Current month and preceding 12)

Month	Sessions	Users	Pageviews	Pages/Session	Avg. Session
November 2018	14,768	10,616	34,895	2.36	1:30
October 2018	17,086	11,993	39,449	2.31	1:31
September 2018	18,665	12,756	40,576	2.17	1:24
August 2018	20,367	14,238	47,348	2.31	1:37
July 2018	25,344	17,206	57,350	2.26	1:33
June 2018	28,979	18,652	69,385	2.39	1:41
May 2018	27,326	18,336	53,837	1.97	1:30
April 2018	25,779	17,159	49,636	1.93	1:34
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

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: Controlled House Burn	Communications	Nov. 1	0:02
Parks and Recreation Commission	City Administration	Nov. 1	1:31
Communications Advisory Commission	City Administration	Nov. 5	0:24
Planning and Zoning Commission	City Administration	Nov. 6	0:06
Beat the Bitter Promo: Hype	Communications	Nov. 7	0:01
City Council	City Administration	Nov. 13	0:52
Social: Kalona Brewing	Communications	Nov. 13	0:01
Eye on North Liberty: Streets Departments	Communications	Nov. 14	0:04
Social: Elf Hunt	Recreation	Nov. 19	0:01
Library Board of Trustees	City Administration	Nov. 19	1:03
Train Operations During WWI	Library	Nov. 20	1:14
Happy Thanksgiving from North Liberty	Communications	Nov. 21	0:10
Social: Kate DiCamillo	Communications	Nov. 26	0:01
Kate DiCamillo	Library	Nov. 26	0:37
City Council	City Administration	Nov. 27	1:58
Total completed productions: 15	Duration of new video: 8.1 hours		