



North Liberty Communications Advisory Commission

Meeting Agenda

Monday, May 6, 2019

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. Candidate statement policy.
7. Old business.
8. New business.
9. Adjourn.

Communications Department Report

Submitted to the North Liberty City Council

March 29, 2019, for the month of March 2019

Placemates

We announced Placemates, a program to help residents of North Liberty get to know their neighbors by matching residents for potluck dinners held concurrently in homes throughout North Liberty. The program helps preserve the small-town feel in our growing community, is free, and is open to anyone who lives in town.

We'll collect some basic information from interested residents through an online questionnaire. The brief survey asks if a participant wants to host or attend a potluck, what stage of life they are in, the area of town they reside in and other prompts. Residents are then matched based on their responses and introduced via email.

The first Placemates event will be Thursday, June 20, from 6 to 8 p.m. with the theme "famous family recipes". It asks hosts to provide the entree and guests to share a side dish that is a staple in their households. Registration will be available from April 1 through April 30, with matches being emailed mid-May.

Activity Guide

We completed the summer activity guide, which primarily covers recreation programming for the months of May, June, July and August, but also includes library and community events, such as Blues & BBQ. We've talked with the recreation staff about moving the timetable for the next guide, covering fall, up a month to both give patrons more time with the guide and proceed some big potential changes with registration software slated for July.

Blues & BBQ

We held our first all-committee meeting in late March. Volunteer opportunities will open in April, main stage announcement will come in May. We had 23 vendors — many more than we can accommodate — apply to sell food at the event and will be considering those application in April. Volunteer opportunities will be available in April. Tickets for the Pig & Pint Prelude fundraiser on Friday, July 12, will go on sale in May. The main event is scheduled for July 13 and details will be available at northlibertyblues.org as they're released.

Infrastructure Projects

As construction starts up in March and April, we spent time in pre-construction meetings and working to help residents and other stakeholders understand to impacts and inconveniences. Added to our arsenal this year: a large sign to place on site listing the general contractor, general timeline, contract award date and amount, and a phone number, (319) 626-5786, folks can call

to leave comments and questions. The sign can be updated for future projects. Project overviews and updates for this year are posted at northlibertyiowa.org/projects.

Other items

Staff had interviews with KCJJ, the Gazette and the Iowa City Press-Citizen about various city projects and updates.

We produced and submitted City Council meetings to the Iowa City government channel and legislative forums to the Iowa City and Coralville channels.

Staff represented the city in meetings with Run CRANDIC, the Iowa City Area Chamber of Commerce, a marketing exchange group, and the PCI clinic's open house, and attended a Let's Get Digital session on video at Merge in Iowa City.

We worked with the library to explore ways to refine and increase the reach of its Stork Storytime Talks podcast.

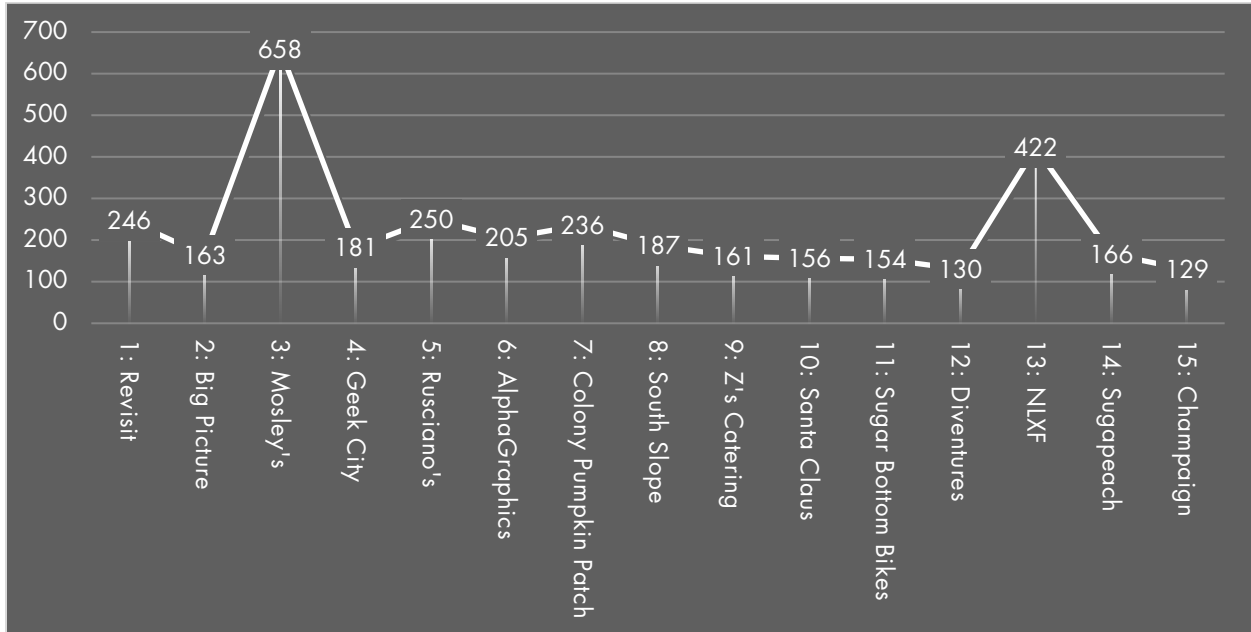
We sent news releases about projects, trout stocking, the recreation programming and more.

Completed Videos

Title	Requested By	Date Completed	Duration
Communications Advisory Commission	City Administration	March 4	0:20
Social: Optimists Pancake Breakfast	Communications	March 5	0:01
Planning and Zoning Commission	City Administration	March 5	0:17
Parks and Recreation Commission	City Administration	March 7	0:48
City Council	City Administration	March 12	0:37
Library Board of Trustees	City Administration	March 18	1:05
Social: Book Madness Hype	Communications	March 14	0:03
Legislative Forum	League of Women Voters	March 23	1:50
Social: Spring Cleanup Day	Communications	March 26	0:01
Social: Free Fishing	Communications	March 26	0:01
Social: Kites for Kids	Communications	March 26	0:01
Social: Library Egg Hunt	Communications	March 26	0:01
Social: Pantry Events	Communications	March 26	0:04
City Council	City Administration	March 26	0:36
Total completed productions: 14	Duration of new video: 5.75 hours		

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 since its publication. 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
March 2019	44	29,403	35	37,600	36 (1503)	3,571
Feb 2019	138	47,462	26	42,500	34 (1503)	3,443
Jan 2019	139	51,797	35	59,800	56 (1469)	3,391
Dec 2018	65	40,942	31	36,700	47 (1413)	3,344
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)	

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 to a user. **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 able to receive our agency messages.

Website Statistics (Current month and preceding 12)

Month	Sessions	Users	Pageviews	Pages/Session	Avg. Session
March 2019	18,133	8,395	43,353	2.39	1:40
Feb 2019	19,034	13,083	45,011	2.36	1:36
Jan 2019	25,585	16,481	58,191	2.27	1:26
Dec 2018	18,985	13,284	44,524	2.35	1:26
Nov 2018	14,768	10,616	34,895	2.36	1:30
Oct 2018	17,086	11,993	39,449	2.31	1:31
Sept 2018	18,665	12,756	40,576	2.17	1:24
Aug 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

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.

Communications Department Report

Submitted to the North Liberty City Council
May 2, 2019, for the month of April 2019

Book Madness

Nick, reading *Sleepy the Goodnight Buddy*, beat Jillian, reading *Giraffe Problems*, in Garner Elementary School's Book Madness read off. Honestly, it wasn't even close. (Jillian would like to note that Nick has a superior book.)

Blues & BBQ

Preparations continue for the July 13 event. In April, volunteer opportunities opened (you can see the list and signup at northlibertyblues.org/volunteer), tickets went on sale for Pig & Pint Prelude fundraiser held on July 12, we selected food vendors and prepared materials for our May 1 music lineup announcement in cooperation with The Englert. The stage lineup features three-time Grammy-nominee Shemekia Copeland with support from Southern Culture on the Skids, Gloria Hardiman and the Monday Night All-Stars, Kevin Burt, Joe and Vicki Price and Brian Johannesen. Details will be available at northlibertyblues.org as they're released.

Placemates

Registration for Placemates, a program to help residents of North Liberty get to know their neighbors by matching them for potluck dinners held concurrently in homes throughout town, closed at the end of the month, with 80 households signing up. In May, Jillian will match households, make introductions via email and let hosts and guests take over for their Thursday, June 20, potlucks.

Soil Quality Restoration

Jillian started work with North Liberty, Coralville and Iowa City staff to develop a marketing plan for soil quality restoration to residents throughout the metro area. The work is funded by an Iowa Department of Natural Resources grant and with Water Words That Work, an environmental outreach firm.

Centennial Park Pavilion

Nick worked with Parks Director Guy Goldsmith and a group of University of Iowa engineering students on a design for Centennial Park's future pavilion. The project is to get a layout, size, cost and design that could be used to move forward with additional engineer and identifying funding sources. The project team is due to present their final work on May 1.

(Un)official Minutes

We've been trying to figure out how to make public meeting agenda and decisions more approachable and shareable when they're often not very visual. Joel has worked out a mobile-

friendly video format, similar to other mobile-friendly outlets like Now This, in which to include items either before or after public meetings, depending on the item. This is somewhat experimental, and we'll continue to learn and tweak as we go, but the format allows for inclusion of short items and highlights for which we don't have a lot of video or can't produce full segments, often because they're considerations of future action.

Other items

Derek and Nick have been working through items to prepare for upgrades to council chamber production equipment. Audio improvements have been installed, but some video upgrades will require some additional outside work, such as networking and wiring, to fully implement.

Staff had interviews with KCJJ, the Gazette and the Iowa City Press-Citizen about various city projects and updates.

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

Staff represented the city in meetings with Run CRANDIC, the Iowa City Area Chamber of Commerce, IINC (a joint networking event with ICAD, Think Iowa City and Chamber), and the Complete Count Committee.

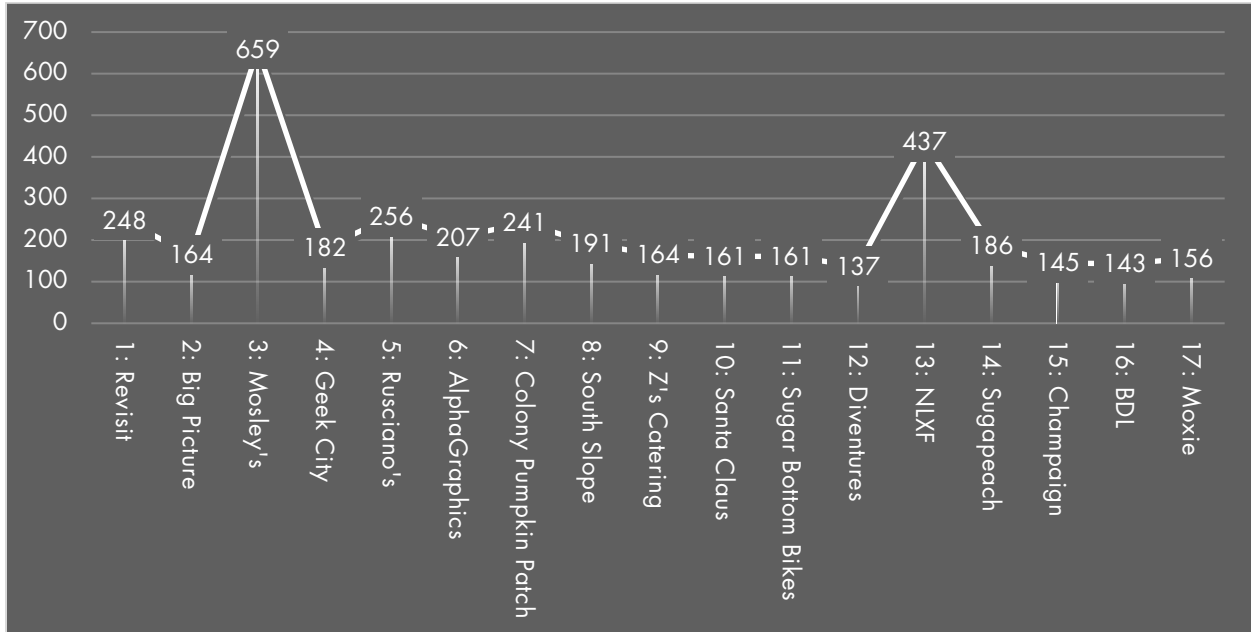
We sent news releases about bike month, boards and commission openings, Run CRANDIC, the NLPD's ground breaking, and more.

Completed Videos

Title	Requested By	Date Completed	Duration
Social: Trout Stocking	Communications	March 30	0:01
Eye on North Liberty: Special Projects	Communications	April 1	0:02
Planning and Zoning Commission	City Administration	April 2	1:18
Social: ICCSD's Book Madness Final Showdown	Communications	April 4	0:01
Parks and Recreation Commission	City Administration	April 4	1:04
City Council	City Administration	April 9	2:13
Tree and Storm Water Advisory Board	City Administration	April 10	0:30
Unofficial Minutes April 9	Communications	April 10	0:01
Library Board of Trustees	City Administration	April 15	1:05
Social: Art Show Promo	Communications	April 16	0:02
Social: Kites for Kids	Communications	April 16	0:02
Board of Adjustments	City Administration	April 17	0:40
Unofficial Minutes April 23	Communications	April 23	0:01
City Council	City Administration	April 23	0:47
Promo: Blues & BBQ	Communication	April 24	0:01
Promo: Flamingo Flocking	Communications	April 25	0:02
Social: May Bike Month	Communications	April 25	0:01
Transit Task Force	City Administration	April 25	1:28
Eye on North Liberty: Fire Department	Communications	April 30	0:03
Total completed productions: 19	Duration of new video: 9.37 hours		

52317 Podcast

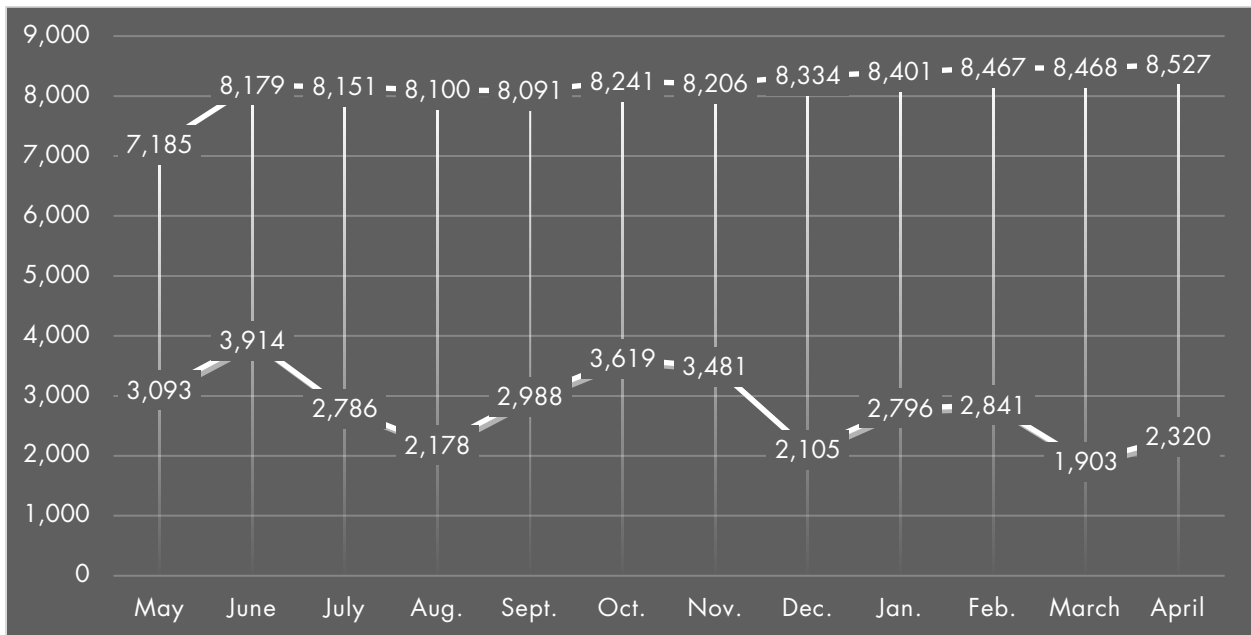
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North Liberty Communications Advisory Commission

Meeting Minutes

Monday, March 4, 2019

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 p.m.

2. Roll call.

Commissioners Fields, Bevins and Moore 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.

Bevins approved, and Moore seconded, to approve the January minutes. The motion passed with all in favor.

5. Staff report.

Miller reviewed Beat the Bitter. Bergus recapped February's project open house at South Slope, which saw about 150 residents, and provided an overview of upcoming street and infrastructure projects. Bergus reminded the commission that the special election for council is coming up on March 12. Bergus also introduced the Centennial Pavilion and Amphitheatre project and the early conversations he and the parks department have been having for the design of the structure with a university class.

6. Candidate Statement Policy.

The commission discussed what guidelines should be considered in a candidate statement policy.

7. Old business.

There was none.

8. New business.

There was none.

9. Adjourn.

Bevins moved and Moore seconded, to adjourn the meeting at 6:20 pm. It was approved with all in favor. The next meeting will be April 1, 2019, and 6 p.m.

Candidate Statement Policy

DRAFT

DESCRIPTION

Candidate statements are a free public service for candidates for city office and voters in North Liberty. Each candidate is given up to four minutes to answer questions such as: Why are you running? What do you feel are the most important issues facing our community today? What are your solutions to responding to these issues?

Each candidate's video will be cablecast multiple times on NLTV, found in North Liberty on Mediacom and South Slope cable TV systems. In addition, the videos will be made available on our website, northlibertyiowa.org, and our other official video accounts, such as Vimeo and YouTube.

The statements will be recorded after the filing deadline and published, as practicable, before early voting begins. All recorded statements will be published at once, and no new statements will be recorded after they are published for an election cycle.

RECORDING DATES

Staff will set aside a block of time for recording, based on the number of candidates, staff's other commitments and the schedule of the city council chambers. After the filing deadline, candidates will receive an email listing available recording times; they will be booked on a first-come, first-served basis.

If a candidate is unavailable to attend the initial block of time, staff will work to coordinate an alternative recording time block before the videos are publicly published, which will happen no later than the day before early voting begins.

CONTACT INFORMATION

Questions and scheduling can be done through Nick Bergus at nbergus@northlibertyiowa.org.

LOCATION

City Council Chambers, 1 Quail Creek Circle, off Ranshaw Way (Highway 965) in North Liberty, Iowa.

CONTENT OF SEGMENT

Each candidate will be recorded in the same manner. A graphic will open each segment providing the candidate's name as it will appear on the ballot. There will be no questions asked or moderator. A candidate will simply sit or stand and present his or her message for up to four minutes. A graphic will close out the segment, listing contact information as published by the Johnson County Auditor.

VIDEORECORDING PROCEDURES

1. All candidate filed with the Johnson County Auditor are being invited to participate. Each candidate will be recorded in front of the same background with the same shot composition.
2. To ensure fairness, **statements will be strictly limited to no more than four minutes**. Though you are not required to fill the time, your presentation will be truncated at the point that it exceeds that length. Time cues will be given to the candidate when there are two minutes remaining and when there are 30 seconds remaining.
3. Other than the beginning and end, *we will not edit candidate presentations in any way*. We encourage you to rehearse your presentation prior to the recording date so the length falls comfortably within the time limit.
4. Up to 20 minutes of time will be reserved for each candidate to present a statement. The recording session can theoretically be completed in less than 10 minutes if the candidate is happy with the first take.
5. **Although candidates may record multiple takes, there will be no editing of several takes to make one complete statement.**
6. You may have up to three supporters present during the recording to provide you with feedback on your session. However, these supporters will not be allowed to appear on camera or in the soundtrack.
7. You may sit or stand. Reading from notes is acceptable. Off-camera cue cards may be used, but you must provide someone to change the cards.
8. No visual or audio aids will be allowed on camera. This includes campaign buttons, banners, PowerPoint slides, charts and graphs, or similar aids.

ON-CAMERA BASICS

Clothing: It is best to avoid wearing bright colors like white or light pastels. Please also avoid wearing small patterns such as herringbone, as this can create a shimmering or moving effect.

Posture: Remember to sit or stand up straight and try not to lean to one side.

Format: The format of this program is "talking head." Candidates should direct their answers to the camera as if they are speaking directly to viewers. Feel free to make your comments conversational. Most candidates will look down to refer to their notes several times throughout the duration of their statements. We encourage you to practice, but don't feel like you have to memorize everything.

DISTRIBUTION OF THE PROGRAM

The program, containing the recorded statements from each of the participating candidates, will be shown multiple times on NLTV. Individual candidate videos will also be available on the City of North Liberty's website, northlibertyiowa.org, on the City of North Liberty's YouTube and Vimeo channels, and links to the video collection will be published to the City of North Liberty's social media accounts.

We look forward to your participation!