



North Liberty Communications Advisory Commission

Meeting Agenda

Monday, June 3, 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.



North Liberty Communications Advisory Commission

Meeting Minutes

Monday, May 6, 2019

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

1. Call to order.

Fields called the meeting to order at 6:03 p.m.

2. Roll call.

Commissioners Fields, Bevins, Wells and Moore were present. Commissioner Hoffman was absent. Staff members Bergus, Miller and Miller were also present.

3. Public comment for items not on the agenda.

There was none.

4. Approval of minutes.

Bevins moved, Moore seconded.

5. Staff report.

Staff provided an overview of work done in the months of March and April including Placemates, the design of the activity guide, planning for Blues & BBQ, and communication of infrastructure projects.

6. Candidate statement policy.

Discussion of a future candidate statement policy. The policy was mistakenly not included in the packet. Bergus will follow up via email.

7. Old business.

There was none.

8. New business.

There was none.

9. Adjourn.

Wells moved and Moore seconded. The meeting adjourned at 6:23 p.m.

Communications Department Report

Submitted to the North Liberty City Council
May 30, 2019, for the month of May 2019

Blues & BBQ

Preparations continue for the July 13 event. On May 1, we announced the music lineup 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. We met with selected food vendors, as we do each year, to make sure they have the information they need and we're all on the same page. We'll begin meeting with the planning committee more frequently in the coming month. Reds will host the second annual volunteer recruitment party on June 13. Festival details are available at northlibertyblues.org as they're released.

Community Visioning

Following the city council's approval moving forward with the community visioning, branding and streetscapes project, Nick met with project leaders to begin planning for the kickoff. The kickoff meeting with stakeholders (all elected officials should have received an invitation, as did some staff and community members) is on June 4 at 1 p.m. in the library.

End of Fiscal Year

We have done our annual assessment of capital projects and worked to complete several in-progress ones, namely desktop replacements and final council chamber work, prior to the end of the fiscal year.

Placemates

Jillian matched registered households, and made introductions via email, for 14 concurrent potlucks on Thursday, June 20. We'll send out a survey after the event to see how they went, think about changes, and talk about next steps.

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 and MPOJC meetings to the Iowa City government channel.

Staff represented the city in meetings and events with Run CRANDIC, the Iowa City Area Chamber of Commerce, United Way of Johnson and Washington Counties and the joint FilmScene/Englert Strengthen Grow Evolve campaign.

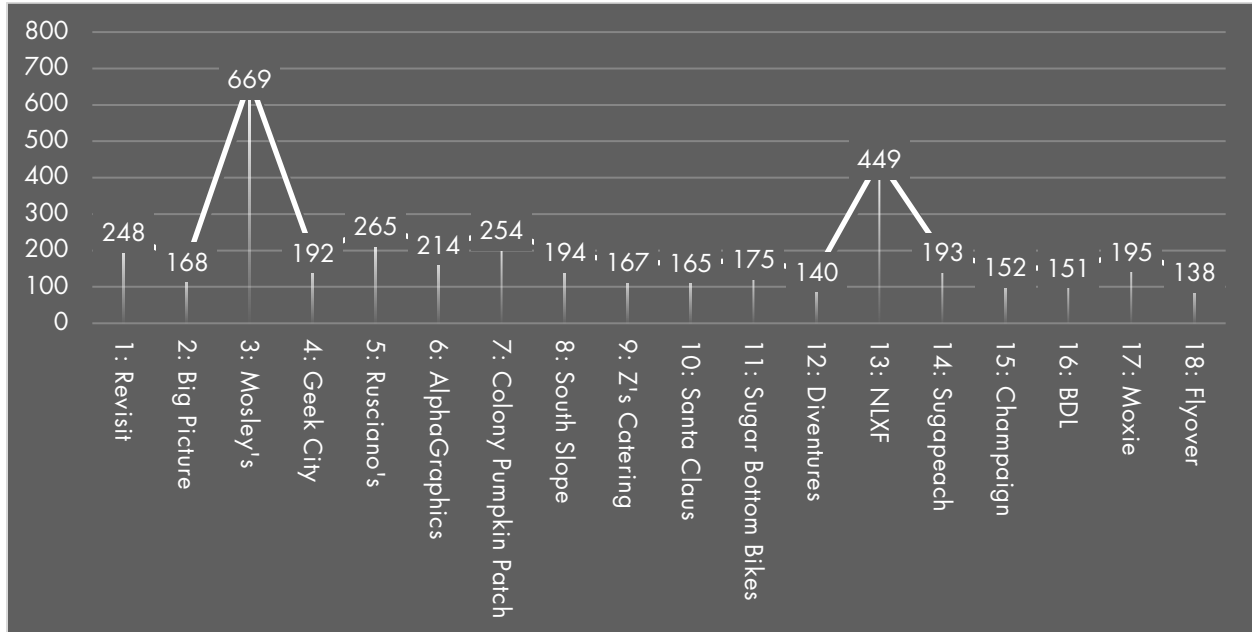
We sent news releases about staff awards, holiday hours, a delayed pool opening, council vacancy and appointment, new recreation registration platform and more.

Completed Videos

| Title | Requested By | Date Completed | Duration |
|---|---|-----------------------|-----------------|
| Promo: Blues & BBQ | Communications | May 1 | 0:01 |
| Parks and Recreation Commission | City Administration | May 2 | 0:19 |
| Promo: Pig & Pint | Communications | May 6 | 0:01 |
| Communications Advisory Commission | City Administration | May 6 | 0:27 |
| Social: 52317 Podcast | Communications | May 7 | 0:01 |
| Planning and Zoning Commission | City Administration | May 7 | 0:15 |
| (un)Official Minutes | Communications | May 14 | 0:01 |
| City Council | City Administration | May 14 | 1:37 |
| Library Board of Trustees | City Administration | May 20 | 1:01 |
| Social: North Liberty Community Fund | Communications | May 23 | 0:02 |
| (un)Official Minutes | Communications | May 28 | 0:01 |
| City Council | City Administration | May 28 | 1:44 |
| Metropolitan Planning Organization | Communications | May 29 | 0:41 |
| Eye on North Liberty: Budget | Communications | May 29 | 0:07 |
| Total completed productions: 14 | Duration of new video: 6.3 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 |
|------------|--------------------|----------------|---------------------|---------------------|-----------------------|------------------|
| May 2019 | 51 | 24,463 | 28 | 39,500 | 71 (1668) | 3,793 |
| April 2019 | 81 | 30,549 | 16 | 47,400 | 94 (1597) | 3,746 |
| 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) | |

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 |
|------------|----------|--------|-----------|---------------|--------------|
| May 2019 | 22,546 | 15,171 | 50,184 | 2.27 | 1:27 |
| April 2019 | 21,682 | 9,835 | 50,265 | 2.32 | 1:34 |
| 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 |

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.

Candidate Statement Policy DRAFT

POLICY

The City of North Liberty will provide the opportunity to any filed candidate for city office to record four-minute video statements at no cost to the candidate for playback on NLTV through the Mediacom and South Slope cable TV systems; the City of North Liberty's website, northlibertyiowa.org; and the city's official online video accounts, such as Vimeo and YouTube.

The statements will be recorded after the filing deadline and published simultaneously, and no new statements will be recorded after they are released for an election cycle. The same procedure will be used when recording any candidate statement.

PROCEDURES

COMMUNICATION

Staff will communicate with candidates using the email address published by the Johnson County Auditor. Candidates can reach Nick Bergus with questions or for scheduling at nbergus@northlibertyiowa.org.

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.

LOCATION

Statements will be recorded in the 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 in front of the same background. A graphic will open each segment providing the candidate's name as it will appear on the ballot. There will be no questions asked nor a 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

All candidate filed with the Johnson County Auditor will be invited to participate. Each candidate will be recorded in front of the same background with the same shot composition.

Statements will be strictly limited to four minutes. Though you are not required to fill the time, your presentation will be truncated at the point that it exceeds four minutes. Time cues will be given to the candidate when there are two minutes remaining and when there are 30 seconds remaining.

Other than the beginning and end, we will not edit candidate presentations in any way.

Up to 20 minutes of time will be reserved for each candidate to present a statement. Each candidate can record up to three takes from which they can select for publication.

Candidates may have up to three supporters present during the recording to provide them with feedback on your session. However, these supporters will not be allowed to appear on camera or in the soundtrack.

No visual or audio aids will be allowed on camera. This includes campaign buttons, banners, PowerPoint slides, charts and graphs, or similar aids.