



North Liberty Communications Advisory Commission

Meeting Agenda

Monday, July 1, 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
June 28, 2019, for the month of June 2019

Blues & BBQ

Preparations continue for the July 13 event. June means final preparations and ironing out details and adjusting to last-minute changes. We still have volunteer openings available for individuals and groups; signup at northlibertyblues.org/volunteer. Festival details are available at northlibertyblues.org as they're released.

Community Visioning

Our kickoff meeting with stakeholders was held on June 4 at 1 p.m. where we discussed North Liberty's 5-, 10- and 30-year timelines, sacred cows and other strengths and weaknesses of our community. Meanwhile, deNovo and Shive-Hattery are finalizing the public survey, which should be completed next week, and we're working to coordinate the public event to happen after Blues & BBQ.

Placemates

The pilot program, which matched groups of residents for about 14 concurrent potlucks throughout community, seems to have been successful. Feedback overall has been positive, with some places for improvements in the process. Post-event survey feedback is still coming in, and we'll assess it for future dates.

Event Partnerships

We're proud of the events we organize, but there's a lot of great stuff that we don't have time to organize, or that are better organized by another. In June, we supported events hosted by residents Lydia Fine, Erin Foster and Liz Pearson (North Liberty Citywide Garage Sales); FilmScene, The Englert and their joint campaign Strengthen • Grow • Evolve (North Liberty on the Lawn); Take a Kid Outdoors, parks and recreation departments and the Iowa Department of Natural Resources (Free Family Fishing); and the Refugee and Immigrant Association (Refugee and Immigrant Recognition Dinner). We're always excited to talk to folks who are working on community events in North Liberty to see what we can do to support them.

Recreation Marketing

We worked the seasonal activity guide, which came a month earlier to help promote the Recreation Department's new registration platform.

52317 Podcast

In June we published our 20th episode of the podcast. No big news, just marking the milestone. Our 21st episode, with Peggy Cullivan of Heyn's Ice Cream, is due out July 15.

Other items

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

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

Staff represented the city in meetings and events with the Iowa City Area Chamber of Commerce, and the joint FilmScene/Englert Strengthen Grow Evolve campaign.

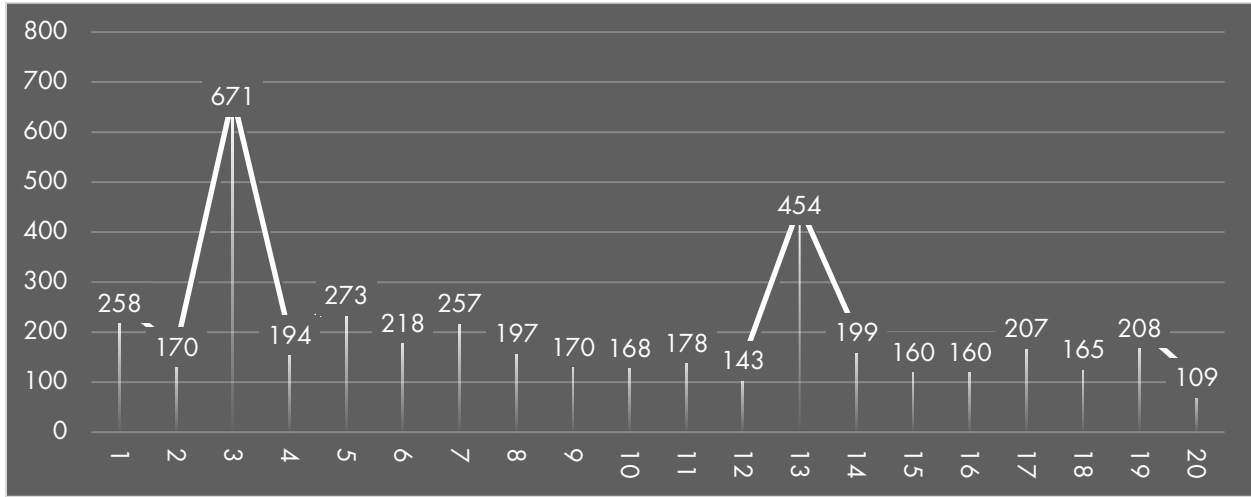
We sent news releases about staff awards, holiday hours, a delayed pool opening, council vacancy and appointment, new recreation registration platform and more.

Completed Videos

Title	Requested By	Date Completed	Duration
Communications Advisory Commission	City Administration	June 3	0:22
Social: Summer Reading Program Kickoff	Communications	June 4	0:02
Planning and Zoning Commission	City Administration	June 4	0:26
Promo: Great American Campout	Communications	June 6	0:02
Parks and Recreation Commission	City Administration	June 6	0:26
Social: Citywide Garage Sales are Back	Communications	June 6	0:01
Social: Free Family Fishing	Communications	June 8	0:02
Social: Bike Rodeo	Communications	June 8	0:02
Eye on North Liberty: City Attorney	Communications	June 11	0:15
(un)Official Minutes	Communications	June 11	0:01
Social: North Liberty on the Lawn	Communications	June 11	0:01
City Council	City Administration	June 11	1:10
Promo: Eye on North Liberty: City Attorney	Communications	June 12	0:01
Social: Strike Out Hunger	Communications	June 13	0:02
Library Board of Trustees	City Administration	June 17	0:26
(un)Official Minutes	Communications	June 25	0:01
City Council	City Administration	June 25	1:32
Total completed productions: 17	Duration of new video: 4.85 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.

Episodes 1: Revisit; 2: Big Picture; 3: Mosley's; 4: Geek City; 5: Rusciano's; 6: AlphaGraphics; 7: Colony Pumpkin Patch; 8: South Slope; 9: Z's Catering; 10: Santa Claus; 11: Sugar Bottom Bikes; 12: Divalentures; 13: NLXF; 14: Sugapeach; 15: Champaign Dance; 16: Black Diamond Limosine; 17: Moxie Solar ; 18: Flyover Productions; 19: Citywide Garage Sales; 20: North Liberty Aquatics

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.

Subject lines June: What about jetpacks?; May: No, you're a faceless bureaucracy; April: We're not big timing you; March: Does it spark joy?; Feb: I'm so done; Jan: It's not all babies and balloons; Dec: Thanks for being great; Nov: Stop shouting at me; Oct: Talking 🐶; Sept: What's up, dogs?; Aug: Storm drains and boulder and events, oh my! July: A cure for the North Liberty blues

Social Media

Month	Facebook new likes	Facebook reach	Twitter new follows	Twitter impressions	Instagram new follows	Nextdoor members
June 2019	97	36,203	27	31,500	23 (1691)	3,845
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)	

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.

CITY OF NORTH LIBERTY
 APPROVED BUDGET
 AS OF: APRIL 30TH, 2019

010-GENERAL FUND
 GENERAL GOVERNMENT
 TELECOMMUNICATIONS

DEPARTMENTAL EXPENDITURES	(------ 2018-2019 -----) (------ 2019-2020 -----)							
	2015-2016 ACTUAL	2016-2017 ACTUAL	2017-2018 ACTUAL	CURRENT BUDGET	Y-T-D ACTUAL	PROJECTED YEAR END	REQUESTED BUDGET	APPROVED BUDGET
<u>PERSONNEL SERVICES</u>								
010-6-6070-1-6010 REGULAR SALARIES AND WAGES	168,158	174,853	186,201	175,323	161,699	0	0	187,188
010-6-6070-1-6020 PART-TIME & TEMPORARY WAGES	0	0	6,769	16,860	8,350	0	0	16,900
010-6-6070-1-6040 OVERTIME PAY	0	0	80	100	67	0	0	100
010-6-6070-1-6110 FICA/MEDICARE	12,521	12,561	13,922	14,702	12,295	0	0	15,613
010-6-6070-1-6130 IPERS	14,425	15,277	16,897	18,142	15,983	0	0	19,266
010-6-6070-1-6150 GROUP INSURANCE	21,158	31,627	34,320	36,211	29,776	0	0	37,903
010-6-6070-1-6160 WORKERS' COMPENSATION	1,872	2,059	1,837	1,600	0	0	0	1,600
010-6-6070-1-6181 UNIFORMS	0	0	0	0	0	0	0	0
010-6-6070-1-6182 MILEAGE	16	0	0	100	292	0	0	100
010-6-6070-1-6183 GROUP INSURANCE DEDUCTIBLE	1,932	4,119	5,620	3,000	2,958	0	0	5,000
010-6-6070-1-6240 TRAINING & CONFERENCES	<u>3,025</u>	<u>3,660</u>	<u>4,050</u>	<u>6,000</u>	<u>2,661</u>	<u>0</u>	<u>0</u>	<u>6,000</u>
TOTAL PERSONNEL SERVICES	223,108	244,156	269,697	272,038	234,082	0	0	289,670
<u>SERVICES & COMMODITIES</u>								
010-6-6070-2-6396 PRODUCTION EQUIPMENT REPAIR	60	72	0	500	575	0	0	500
010-6-6070-2-6408 INSURANCE/GENERAL	2,582	2,254	2,182	3,240	0	0	0	3,240
010-6-6070-2-6411 LEGAL FEES	0	0	0	0	0	0	0	0
010-6-6070-2-6412 IMMUNIZATION & TESTING	220	275	201	200	152	0	0	200
010-6-6070-2-6425 TELEPHONE & CELL PHONE COMMU	2,925	3,914	4,371	5,000	3,528	0	0	5,000
010-6-6070-2-6443 WEB HOSTING CONTRACT	1,007	1,706	1,587	2,000	1,509	0	0	2,000
010-6-6070-2-6444 ON DEMAND/STREAMING SUPPORT	1,515	1,524	1,766	3,000	780	0	0	3,000
010-6-6070-2-6445 MOBILE ACCESS CONTRACT	1,089	0	0	0	0	0	0	0
010-6-6070-2-6446 DIGITAL COMMUNICATIONS SUPPO	0	0	0	2,500	873	0	0	2,500
010-6-6070-2-6491 SOFTWARE SUPPORT	839	1,695	4,362	3,000	8,235	0	0	3,000
010-6-6070-2-6518 COMPUTERS & TECHNOLOGY	1,260	1,260	0	3,000	0	0	0	4,500
010-6-6070-2-6557 TELECOMMUNICATION SUPPLIES	3,032	2,178	2,304	5,000	1,098	0	0	5,000
010-6-6070-2-6558 TELECOMMUNICATIONS EQUIPMENT	2,535	2,953	2,992	5,000	1,224	0	0	5,000
010-6-6070-2-6559 RECORDS RETENTION	0	0	0	2,500	2,388	0	0	2,500
010-6-6070-2-6560 UNDERSERVED POPULATION OUTRE	0	0	0	0	0	0	0	2,000
010-6-6070-2-6561 COMMUNITY EVENTS	0	0	0	0	0	0	0	2,000
010-6-6070-2-6562 PUBLIC INPUT SERVICES	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>7,000</u>
TOTAL SERVICES & COMMODITIES	17,064	17,833	19,765	34,940	20,361	0	0	47,440
6-6070-2-6518 COMPUTERS & TECHNOLOGNEXT YEAR NOTES:	Includes 1500 for laptop and docking station							
<u>TRANSFERS</u>								
010-6-6070-5-6912 TRANSFER TO CAPITAL RESERVE	<u>15,000</u>	<u>0</u>	<u>23,400</u>	<u>32,000</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
TOTAL TRANSFERS	15,000	0	23,400	32,000	0	0	0	0
6-6070-5-6912 TRANSFER TO CAPITAL RCURRENT YEAR NOTES:	Equipment update 32,000							
TOTAL TELECOMMUNICATIONS	255,171	261,988	312,862	338,978	254,443	0	0	337,110

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 before early voting begins. 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 number of consecutive recording times for recording each candidates' statements 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 initially offered recording times, staff will work to coordinate alternative recording times. The recording times will be no later than two days 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, unless staff determines an alternative location for all recording times.

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 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 candidates 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 a candidate is not required to fill the time, a candidate's 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 one for publication.

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

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



North Liberty Communications Advisory Commission

Meeting Minutes

Monday, June 3, 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 6:00 p.m.

2. Roll call.

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

3. Public comment for items not on the agenda.

There was none.

4. Approval of minutes.

Wells moved, Bevins seconded.

5. Staff report.

Bergus and Miller provided an overview on work completed in May. Bergus shared that a community vision project would begin in June and last for approximately six months. Miller provided an update on the Placemates program and Wells provided feedback and suggestions. The group discussed the key factors that affect the performance of the North Liberty Bulletin monthly emails and 52317 podcast episodes.

6. Candidate statement policy.

The commission reviewed the proposed Candidate Statement Policy and suggested minor edits. The updated policy will be included in the July packet for approval.

7. Old business.

There was none.

8. New business.

There was none.

9. Adjourn.

Bevins moved and Moore seconded. The meeting adjourned at 6:20 p.m. The next meeting will be July 1, 2019 at 6 p.m.