



North Liberty Communications Advisory Commission

Meeting Agenda

Monday, Oct. 7, 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. Budget FY20.
7. Old business.
8. New business.
9. Adjourn.



North Liberty Communications Advisory Commission

Meeting Minutes

Monday, July 1, 2019

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

1. Call to order.

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

2. Roll call.

In attendance were commissioners Fields, Bevins, Wells, Moore and Hoffman. Also in attendance were Nick Bergus and Joel Miller.

3. Public comment for items not on the agenda.

There was none.

4. Approval of minutes.

Wells moved, and Bevins seconded, to approve the minutes from June 3, 2019. The motion passed with all in favor.

5. Staff report.

Bergus discussed staff activities over the month of June.

6. Candidate statement policy.

Bergus discussed the proposed Candidate Statement Policy, which would formalize the long-standing process the department has used to help inform voters about candidates for local government. Moore moved, Bevins seconded, to approve the policy. The motion passed with all in favor.

7. Old business.

Moore asked about what changes staff was considering after the first Placemates program. Bergus noted that frequency, method for making the groups and clarifying the questions asked. Moore asked about the Immigrant and Refugee Recognition. Bergus noted that the program was organized by an outside group, and the department used it as an opportunity to do some outreach and provide some visibility.

8. New business.

Fields asked about communications about the outdoor pool closures. Hoffman noted that she understood there to be equipment that needed to be fix or replace, and Fields noted that she understood the problem to be related to sunscreen and patrons not showering prior to entry into the pool. Bergus noted that it was a frustrating issue with both of those issues, and recreation and communications staff were working to fix the problems and help the public understand how they could help.

9. Adjourn.

Moore moved, Hoffman seconded, to adjourn the meeting at 6:16 p.m. The motion passed with all voting in favor.

Communications Department Report

Submitted to the North Liberty City Council

Oct. 1, 2019, for the month of September 2019

Community Visioning

Staff continued to work with de Novo representatives to work through positioning and branding and video components of the Community Visioning work we're undertaking. A feedback session is scheduled for Oct. 1 with stakeholders and de Novo, with a presentation of an overview and recommendation to the City Council at its meeting on Oct. 8.

3CMA Conference

Nick and Jillian attended the City-County Communications and Marketing Association annual conference in Denver at the beginning of the month, hearing from representatives of other municipalities. The team will work to implement some of the ideas they brought away from the conference, including thinking about more mobile-friendly video, how to do better request intake and thinking more about measuring results. The team also brought home a Savvy Silver Circle award for its *Trashelor* marketing.

Sponsorship

Jillian has been meeting with sponsorships to shore up funding for Blues & BBQ and Beat the Bitter and having good success. The work will continue through October, with a goal of raising about \$120,000 for community events in North Liberty. We've had some initial success with sponsors by bringing in some events coordinated by other city departments, too.

Take Flight

This event will feature huge kites the size of Thanksgiving Day parade balloons over Centennial Park, thanks to a partnership with the Eastern Iowa Airport. We're inviting folks out to picnic, fly kites and watch the spectacle on Oct. 6 from 11 a.m. to 5 p.m.

Placemates

The second day of concurrent potlucks is scheduled for Nov. 3 from 5 to 7 p.m. Registration is open until Oct. 13. The tweaks we make to the program include moving it from a weekday to a Sunday and shifting it a little earlier, and making it clearer on the registration form what information is needed to be shared with other attendees. Information and registration is available at northlibertyiowa.org/placemates.

Returning Citizen Reentry Simulation

We're partnering with Inside Out Reentry Community to offer a simulation to allow policy makers, elected officials, employers, community organizations, law enforcement personnel to experience

life — and its barriers — as ex-offenders on their path to re-establishing themselves as law-abiding, taxpaying citizens. We'll host the simulation with on Monday, Nov. 18, from 2 to 4 p.m. at the Community Center. It is free to register, and space is limited.

Election Information

We published information about filing deadlines and filed candidates. We're recording four-minute video statements from candidates for publication ahead of early voting on Oct. 7.

Other Items

Staff had interviews with the Gazette about our cloudy pool water, the Iowa City Press-Citizen about the dog park 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, the area Complete Count Committee, and soil quality restoration campaign.

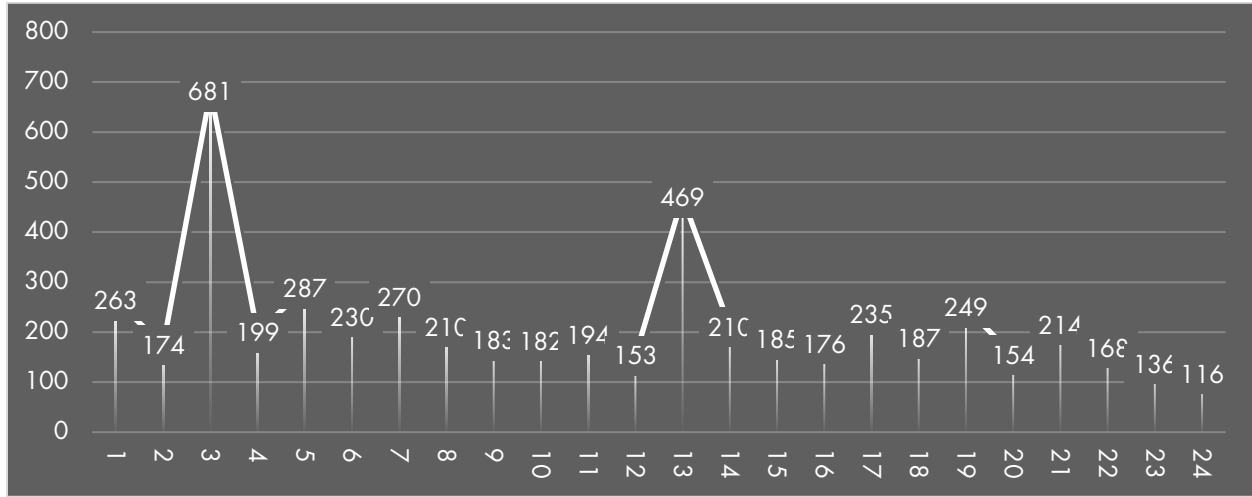
We sent news releases about community events, Halloween goings on, voting information, recreation programming and more.

Completed Videos

Title	Requested By	Date Completed	Duration
A Visit from a Civil War Soldier	Communications	Sept. 4	1:10
City Council	City Administration	Sept. 10	0:33
Social: Stork Storytime EXPO	Communications	Sept. 9	0:01
New House and Nozzle Training	Fire	Sept. 9	0:30
Amor Towles	Library	Sept. 13	1:15
Library Board of Trustees	Communications	Sept. 16	0:52
City Council	City Administration	Sept. 24	0:58
It's in the Water	Communications	Sept. 20	0:02
Social: Get Moving for Healthy Kids	Communications	Sept. 20	0:02
Social: Animal Visit the Library	Communications	Sept. 21	0:02
Total completed productions: 10	Duration of new video: 5.4 hours		

52317 Podcast

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

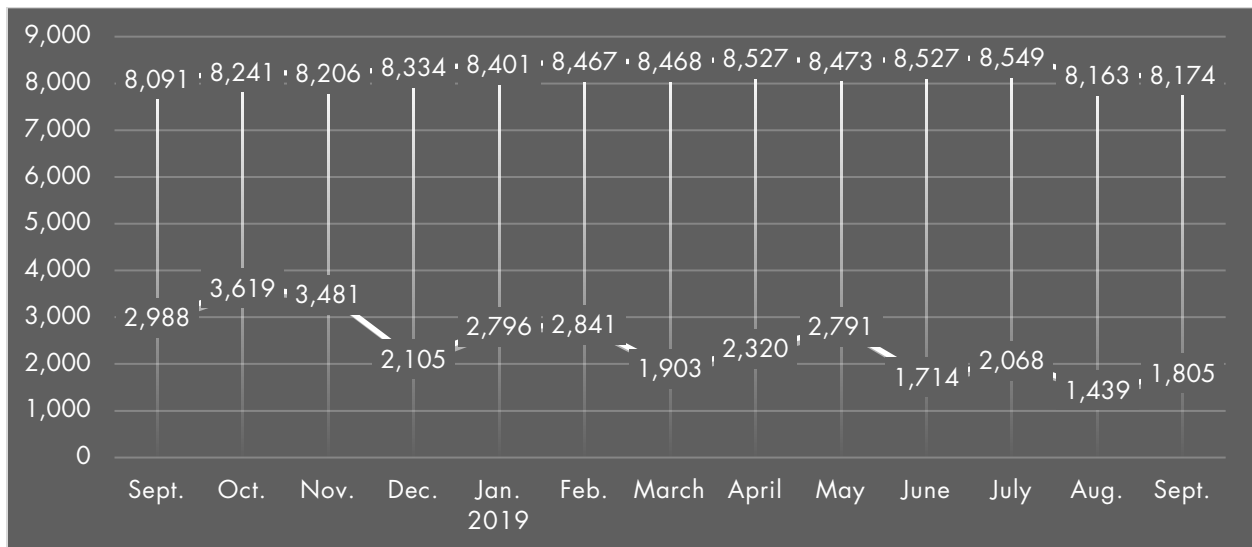


Downloads is the number times the podcast file was downloaded to a player, including a podcast client, webpage-embedded player or other device since its publication. Numbers are as reported by service provider LibSyn as of the date of this report.

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: Diventures; 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; 21: Heyn's Ice Cream 22: Café Muse 23: Frontier Co-op 24: The Leaderboard 25: Stoakes & Fell

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 Sept: Live your best lawn; Aug: 🍷🍷 Let's show 'em what we've got; July: Decade-long forecast; 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?

Social Media

Month	Facebook new likes	Facebook reach	Twitter new follows	Twitter impressions	Instagram new follows	Nextdoor members
Sept 2019	81	42,951	0	36,800	20 (1780)	4,143
Aug 2019	72	18,317	8	40,000	28 (1760)	3,993
July 2019	59	32,810	21	47,100	41 (1732)	3,946
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)	

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
Sept 2019	17,656	12,738	37,830	2.14	1:23
Aug 2019	20,191	13,891	44,800	2.22	1:30
July 2019	27,821	18,649	58,879	2.12	1:27
June 2019	30,713	20,378	65,434	2.13	1:19
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

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