



Communications Advisory Commission

Nov. 2, 2020, 6 p.m.

Regular Session

Zoom meeting platform

Due to the COVID-19 pandemic, public health and safety concerns require City of North Liberty public meetings to be held electronically, so as to limit the spread of the virus. The public is invited to submit questions and comments in advance of the meeting for consideration submitting them to the City Clerk Tracey Mulcahey via email at tmulcahey@northlibertyiowa.org.

This meeting may be accessed live by the public on the internet at northlibertyiowa.org/live, on Facebook at facebook.com/northliberty or on YouTube at www.youtube.com/channel/UCrCw6ipAPjJnd-olpRgPJcg. You can also attend by phone; call 1 (312) 626 6799 with a touch-tone phone to enter the meeting ID 838 1630 1447 and eight-digit meeting password 49898149. Meetings are rebroadcast on cable and available on-demand on northlibertyiowa.org.

1. Call to Order
2. Approval of the Agenda
3. Approval of Minutes
4. Public Comment
5. Staff Report
6. I Remember When
7. Great Neighborhoods and Neighborhood Ambassadors
8. Old Business
9. New Business
10. Adjournment



Communications Advisory Commission
Sept 14, 2020, 6 p.m.
Regular Session
Zoom meeting platform

1. Call to Order

Commissioner Fields called the meeting to order a 6 p.m. All commissioners were in attendance, include new commissioner Angel Marsh.

2. Approval of the Agenda

Wells moved, Bevins seconded, to approve the meeting agenda. The motion passed with all in favor.

3. Approval of Minutes

Bevins moved, Nicholls seconded, to approve past meeting minutes. The motion passed with all in favor.

4. Public Comment

None was received.

5. Staff Report

Bergus provided an overview of staff work in July and August. Fields inquired about the racial equity listening posts. Bergus shared that the virtual and in-person events were well received, and the communications department is incorporating takeaways into our work. Notes for all the listening posts and city council's discussion can be found on the city website.

6. I Remember When status and next steps

Bergus updated the commission on the storytelling project the group discussed in the July commission meeting. I Remember When is a framework for the city to give voices to residents on a variety of topics. The first season is social injustice. Bergus asked the commission if more than one video example should be produced prior to launch. The group decided that staff would attempt to record another story prior to launch but that the project should be published by the end of September.

7. Great Neighborhoods initiative

Miller shared an overview of the new initiative and the Neighborhood Ambassador program. Commissioners agreed to help recruit and select ambassador applicants.

8. Old Business

There was none.

9. New Business

There was none.

10. Adjournment

Bevins moved, Wells seconded, to adjourn the meeting at 7 p.m. The motion passed with all in favor.

Neighborhood Ambassador Selection & Onboarding Timeline

Nov. 2

- Send applicants to department heads for feedback
- Discuss selection process at commission meeting

Nov. 3

- Email applicants that they can expect a call from a commissioner
- Send all applications to commissioners
- Commissioners are welcome to provide feedback directly to Jillian on any application but will only be asked to connect with assigned applicants
- Assign each commissioner ~5 neighborhoods.
 - Jillian will provide guidelines for reviewing applications and connecting with applicants via phone.
 - Commissioners will connect with assigned applicants by Nov. 10 and review selections with Jillian by Nov. 13.

Nov. 13

- Selection complete

Week of Nov. 16-20

- Notify selected ambassadors of appointment and invite them to Dec. 11 virtual meeting. City department leaders, communications commission and elected officials will also be invited to this kick-off meeting.
- Communications department will subscribe ambassadors to city news email alerts.
- Ambassadors will be asked to follow the City of North Liberty on any social platforms they personally use.

Nov. 24

- Announce ambassadors at city council meeting
- Send a news release of ambassador roaster

Dec.

- Begin ambassador monthly email communications
- Dec. 11 Meeting
 - Ask for help with recruiting ambassadors for missing neighborhoods.
 - Request time to take headshot pictures for website
 - Provide questionnaire for website bios
 - Poll general availability to set 2021 quarterly meeting dates
 - Provide Nextdoor update
 - Arrange for Zoom calls between ambassadors who share a neighborhood
 - Invite ambassadors to an online communication of group (TBD)

Jan.

- First ambassador quarterly meeting (virtual)
- Send a "get to know your ambassador" news release, directed to ambassador bios and photos.



To **Mayor, City Council, Communications Advisory Commission**
CC **City Administrator Ryan Heiar**
From **Communications Director Nick Bergus**
Date **Oct. 7, 2020**
Re **Communications Staff Report for August**

COVID-19

This is the seventh consecutive monthly report under the pandemic. The pandemic colors most of our work either directly or indirectly.

Great Neighborhoods

In September, we launched the start of our Great Neighborhoods initiative, starting with recruitment for Neighborhood Ambassadors. The goal is to build a framework that will promote information equity citywide and better relationships among the city and residents. Jillian, who has led this work, met with staff throughout the city to help figure out how they can continue and benefit from the work. Since its launch, we've pressed forward with an outreach campaign to intentionally recruit ambassadors in the areas where we see lower levels of engagement and connection. Our initial round on applications are due at the end of October. Details and application are available at northlibertyiowa.org/BeGreat.

I Remember When

Staff has been looking to build a first-person storytelling platform for a few years now, inspired by the City of Denver's I Am Denver project, to share stories from our community. We spent time over the summer thinking about how to do this and, in September, we launched the I Remember When project. The project captures and amplifies stories and voices in seasons, with each season set around a theme. Following the listening posts and discussions surrounding equity, we themed the first season "social injustice" and recorded two pilot episodes to help the public understand the format and the goals. Those pilot episodes, and the vector for initial public story sharing, are available at northlibertyiowa.org/irememberwhen.

Halloween

We know the holiday will look different this year, so we spent time in September working through what it would look like, how departments might adjust their programming to fit current safety protocols, recommendations from local experts at Johnson County Public Health and how we might message that guidance. Guidance has been well received.

Hall of Fame Mayor

Last month we learned that Mayor Donahue would be inducted into the Iowa League of Cities Hall of Fame, but that the pandemic would make that induction...different. We set about working with administration to secretly put together a congratulatory video and lay a trap for

the mayor with the help of our neighbors in Coralville. I think we nailed it, and we're proud to have the first hall-of-famer in the history of Coralville's new Xtreame Arena.

Equity Programing

We worked with the North Liberty Library staff and local providers to offer free cultural competency training to the community. We are also partnering with the Iowa City Area Business Partnership to offer different training to local businesses in January. We will continue to look for opportunities to increase capacity here in our community through our residents, business owners and other stakeholders.

Fire Prevention Week

We worked with the North Liberty Fire Department to produce Fire Prevention Week program videos. Normally, these educational pieces would be delivered in-person at local schools, so we helped them pivot to another option for the annual week.

Other Items

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

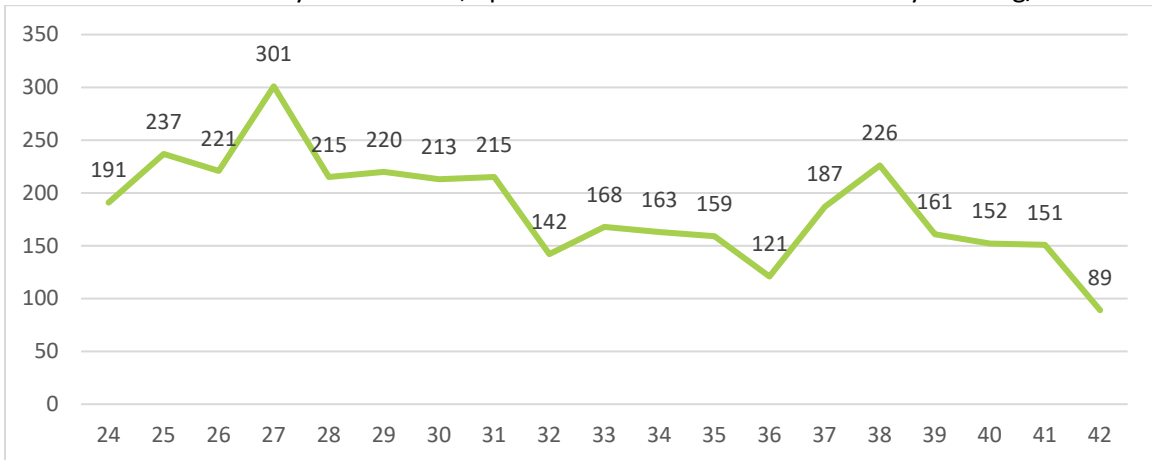
We sent news releases about city programming and service changes, COVID-19 issues, derecho cleanup, and more. we did interviews with KZIA, KCRG and Iowa News Now about Great Neighborhoods, Halloween changes and equity programming.

Completed Videos

Title	Requested By	Completed	Duration
Planning and Zoning	Administration	Sept. 1	0:45
YLaH: T(w)een Terrariums!	Library	Sept. 2	0:08
Parks and Recreation	Administration	Sept. 3	0:27
Social: Libraries are Wonderful!	Library	Sept. 3	0:01
YLaH: Paper Luminary	Library	Sept. 4	0:13
City Council	Administration	Sept. 8	0:59
Congratulations, Mayor Donahue	Administration	Sept. 8	0:09
Mayor Donahue Hall of Fame Award	Administration	Sept. 11	0:14
Communications Advisory Commission	Administration	Sept. 14	1:02
YLaH: Haunted Gingerbread Houses!	Library	Sept. 15	0:23
Senior Connections: Travis Weipert	Administration	Sept. 16	0:27
YLaH: Homemade Bouncy Balls	Library	Sept. 17	0:15
Library Board of Trustees	Administration	Sept. 21	0:47
City Council	Administration	Sept. 22	0:58
Neighborhood Ambassadors promo	Communications	Sept. 22	0:02
I Remember When: Abdouramane	Communications	Sept. 23	0:04
Transit Committee	Administration	Sept. 24	0:51
YLaH: Doodlebugs	Library	Sept. 25	0:35
YLaH: Haunted Houses!	Library	Sept. 28	0:18
Eye on: Great Neighborhoods	Communications	Sept. 28	0:17
Senior Connections: Medicare Q&A	Administration	Sept. 28	0:39
Senior Connections: Osteoarthritis	Administration	Sept. 28	0:44
Total completed productions: 21	Duration of new video: 7.6 hours		

52317 Podcast

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

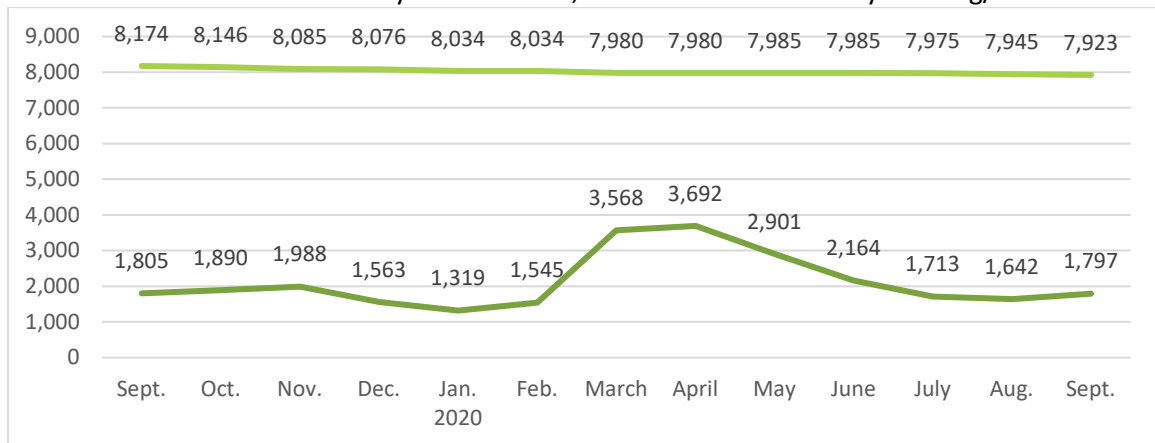


Downloads is the number times the podcast file was downloaded to a player, including a podcast client, webpage-embedded player or other device since its publication. Numbers are as reported by service provider LibSyn as of the

date of this report. **Episodes** 42: Brown’s School of Martial Arts; 41: Salon Ludic; 40: Tamarack 39: Table; 38: Vanilla Beans & Daydreams; 37: North Liberty Fire Department; 36: ; 35: Realtor Ashley Bermel; 34: We Run; 33: South Slope (archive); 32: Heat Yoga Studio & Spa; 31: New Pioneer Co-op; 30: Learning Begins; 29: Bluebird Café; 28: GEICO; 27: Smash Juice Bar; 26: All the Way Up Studio; 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: Get your trebuchet ready; Aug: It's back? to school season; July: Summer summer summertime; June: Stop and listen; May: How's everyone doing?; April: This is something else; March: Smell that smell; Feb: Mythbuster; Jan: New decade, new us.; Dec: Dreaming of a non-polar vortex winter; Nov: Pretty sure you didn't listen/Let's try this again; Oct: Between a rock and a soft place; Sept: Live your best lawn;

Social Media

Month	Facebook		Twitter		Instagram	Nextdoor
	New likes	Reach	New follows	Impressions	Followers	Members
Sept 2020	66	21,472	11	33,500	2,195	4,624
Aug 2020	35	13,370	18	39,500	2,118	4,568
July 2020	35	13,370	18	39,500	2,118	4,568
June 2020	95	37,016	53	81,200	2,080	4,522
May 2020	98	14,541	8	51,800	2,044	4,487
April 2020	43	15,703	25	73,500	1,996	4,455
March 2020	84	25,857	26	47,500	1,961	4,404
Feb. 2020	31	16,868	17	23,800	1,911	4,340
Jan. 2020	72	25,797	34	42,100	1,901	4,321
Dec 2019	34	11,762	12	34,100	1,868	4,280
Nov 2019	73	42,067	24	46,400	1,840	4,240
Oct 2019	104	36,908	23	49,700	1,820	4,219
Sept 2019	81	42,951	7	36,800	1,780	4,143

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

Month	Sessions	Users	Pageviews	Pgs/Session	Avg Session
Sept 2020	20,279	14,604	40,599	2.0	1:30
Aug 2020	19,804	14,379	36,863	1.86	1:16
July 2020	17,231	10,213	35,578	2.06	1:29
June 2020	22,535	15,909	44,379	1.97	1:22
May 2020	14,669	11,451	39,087	1.90	1:10
April 2020	18,727	13,796	34,990	1.36	1:10
March 2020	26,268	18,454	46,350	1.76	1:01
Feb 2020	14,211	10,558	29,875	2.10	1:18
Jan 2020	21,993	15,082	47,300	2.15	1:46
Dec 2019	17,879	12,571	38,918	2.18	1:23
Nov 2019	17,947	12,622	35,334	2.14	1:25
Oct 2019	20,233	14,122	43,473	2.15	1:24
Sept 2019	17,656	12,738	37,830	2.14	1:23

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To **Mayor, City Council, Communications Advisory Commission**
CC **City Administrator Ryan Heiar**
From **Communications Director Nick Bergus**
Date **Oct. 30, 2020**
Re **Communications Staff Report for August**

COVID-19

This is still a thing, and still impacting our work.

Great Neighborhoods

Following the September launch of our Great Neighborhoods initiative, we continued to recruit potential Neighborhood Ambassadors through the month. Our recruitment efforts included social media, earned media through print, television and radio, direct mail, introductions and direct asks, online information sessions and other media. At the end of the month, most neighborhoods had at least one volunteer applicant. Details and application are available at northlibertyiowa.org/BeGreat.

I Remember When

In October we launched the first series, focused on the theme “social justice,” of our new first-person storytelling project. We’ve produced and published three first-person stories and continue to seek more. Episodes, and the submission form, are available at northlibertyiowa.org/irememberwhen.

Halloween

We’ve continued to offer guidance on safety practices for Halloween in line with Johnson County Public Health. Additionally, we worked collaboratively to produce and highlight a variety of Halloween programs through the month, including the second annual community pumpkin display, a pair of drive-in movie nights, Halloween moonlight walk, and more.

Fall into Cleanup Day

With the cancelation of the annual spring cleanup day, we worked to find an alternative for this fall. Working with administration and streets, we devised an alternative for customers in November.

Winter Activities

With a long, strange winter expected ahead, we’re working collaboratively to identify and highlight in-town opportunities for fun and activity December through March, and, potentially longer. Much of the work will be done by the Recreation Department, but we also see opportunities with the library team and with Beat the Bitter, which will go forward in a limited, carefully way.

Projects

While projects are wrapping up for the year, we are gearing up for 2021 and 2022 projects, and spent time meeting with the engineering team and staff leadership to talk about major infrastructure projects planned for the future.

Other Items

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

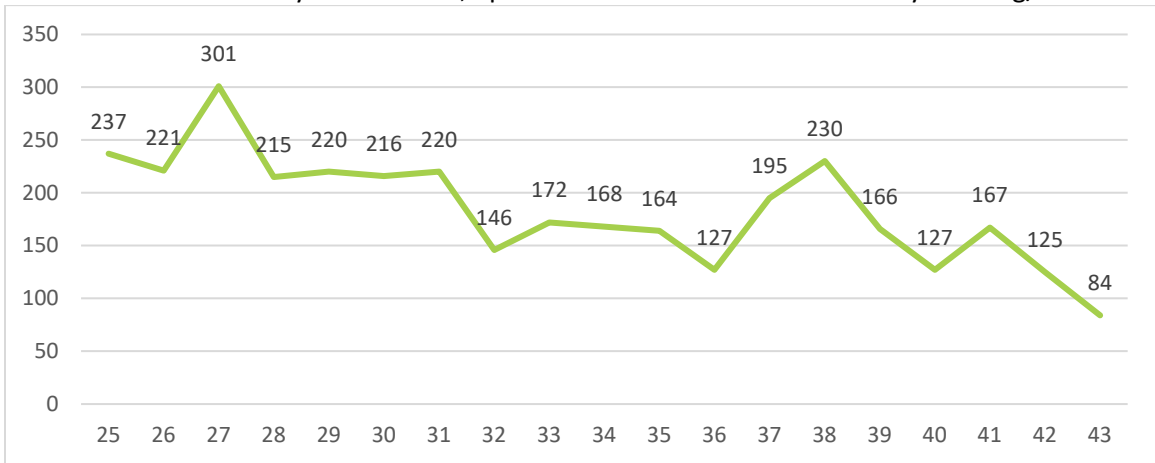
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City Council	Administration	Oct. 3	1:05
Planning and Zoning	Administration	Oct. 6	0:24
Social: Halloween Moonlight Walk	Communications	Oct. 13	0:02
Tree and Storm Water Advisory	Administration	Oct. 14	0:35
Eye on: Flushing	Communications	Oct. 14	0:02
I Remember When: Quanda	Communications	Oct. 14	0:04
Library Board of Trustees	Administration	Oct. 19	0:37
Promo: Stone Soup Supper	Communications	Oct. 15	0:02
Housing Security When Needed Most	Better Together	Oct. 16	0:31
City Council	Administration	Oct. 27	2:22
YLaH: Growing Crystals!	Library	Oct. 22	0:30
YLaH: Smash Books/Journals	Library	Oct. 23	0:14
Total completed productions: 14	Duration of new video: 6.8 hours		

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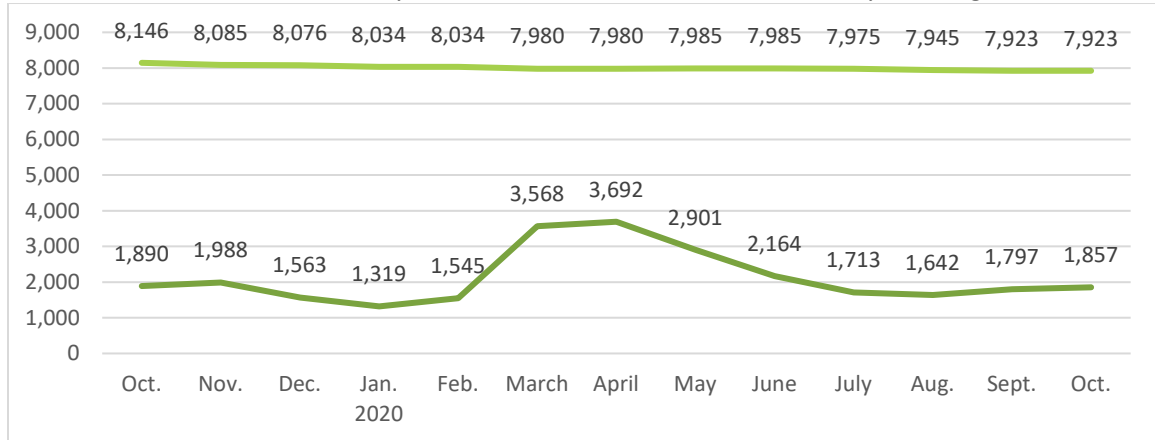
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