



**Communications Advisory Commission**

**Dec. 7, 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](mailto:tmulcahey@northlibertyiowa.org).

This meeting may be accessed live by the public on the internet at [northlibertyiowa.org/live](http://northlibertyiowa.org/live), on Facebook at [facebook.com/northliberty](https://facebook.com/northliberty) or on YouTube at [www.youtube.com/channel/UCrCw6ipAPjJnd-olpRgPJcg](https://www.youtube.com/channel/UCrCw6ipAPjJnd-olpRgPJcg). You can also attend by phone; call 1 (312) 626 6799 with a touch-tone phone and to enter the meeting ID 840 3867 9118 and eight-digit meeting password 87253018. Meetings are rebroadcast on cable and available on-demand on [northlibertyiowa.org](http://northlibertyiowa.org).

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



**Communications Advisory Commission**  
**Nov. 2, 2020, 6 p.m.**  
**Regular Session**  
**Zoom meeting platform**

1. Call to Order

Commissioner Fields called the meeting to order at 6 p.m. All commissioners were in attendance. Also in attendance were Nick Bergus, Jillian Miller and Derek Blackman.

2. Approval of the Agenda

Bevins moved and Marsh seconded. The motion passed with all in favor.

3. Approval of Minutes

Wells moved and Bevins seconded. The motion passed with all in favor.

4. Public Comment

There was none.

5. Staff Report

Bergus provided an overview on recent staff work including continued pandemic messaging, Halloween-related programming, a spring cleanup alternative, the I Remember When Storytelling Project, and Neighborhood Ambassador Program. Bergus answered questions from commissioners about continued city staff cultural competency and equity trainings.

6. I Remember When

Bergus updated the commission on the storytelling project. Three powerful stories of residents' experiences with social injustice have been recorded thus far but are being submitted slower than hoped. Rather than waiting to release a grouping of stories at once, staff plans to record and release stories as they become available.

7. Great Neighborhoods and Neighborhood Ambassadors

Miller provided an update on the Neighborhood Ambassador program. The application window closed on Oct. 30. 52 applications were received. Miller explained next steps and the important role commissioners will play in the selection process.

8. Old Business

There was none.

9. New Business

There was none.

10. Adjournment

The meeting was adjourned at 6:40 p.m.



To **Mayor, City Council, Communications Advisory Commission**  
CC **City Administrator Ryan Heiar**  
From **Communications Director Nick Bergus**  
Date **Dec. 3, 2020**  
Re **Communications Staff Report for November**

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## COVID-19

This month, we worked with the Better Together Project on messaging around encouraging people to not travel for Thanksgiving, wear masks outside of their household and other critically important mitigation. We've also spend time communicating safer options and programming changes due to the pandemic.

## Great Neighborhoods

In November, we announced our first 41 volunteer Neighborhood Ambassadors. We continued to recruit more volunteers for areas that did not yet have volunteers as well as finetune parts of the program. Jillian has worked to refocus the website from recruitment to serving neighborhoods, and Joel will be taking headshots of volunteers in December. An online meet-and-greet is scheduled for December. We're excited for this program to take root in our community. More is available at [northlibertyiowa.org/BeGreat](http://northlibertyiowa.org/BeGreat).

## Fall into Cleanup Day

With the cancelation of the annual spring cleanup day, we worked to find an alternative for this fall. We rolled out this program at the beginning November, with a deadline the Monday, Nov. 23. In the end we fielded 227 requests, with about 55 percent for vouchers. On the backend, we were able to automate much of the voucher generation and fulfillment.

## 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. We continue to work with the Recreation Department to offer opportunities to the public, including Make it Mondays, some remote. Much of the work with 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.

## Beat the Bitter

The 2021 edition will look much different, but we're hatching plans for safe community fun, albeit at a smaller scale than previous years. Our announcement timeline will be later than normal because we're not relying on ticket sales to events and our primary driver for programming is things that our community can count on.

## Other Items

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

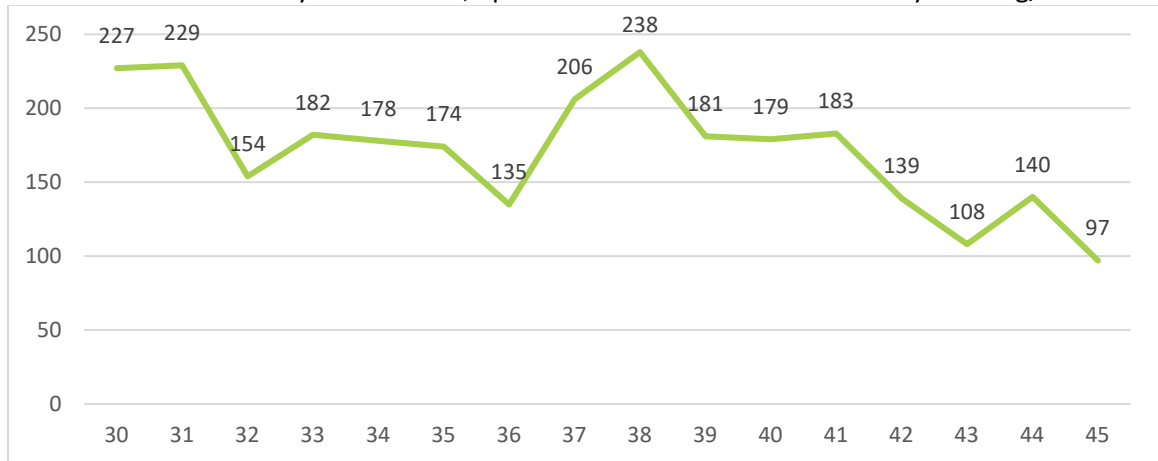
We sent news releases about city programming and service changes, COVID-19 issues, ongoing derecho cleanup, leaf collection, project and more.

## Completed Videos

<b>Title</b>	<b>Requested By</b>	<b>Completed</b>	<b>Duration</b>
<b>Communications Advisory Commission</b>	Administration	Nov. 2	0:40
<b>YLaH: Family Dares!</b>	Library	Nov. 1	0:20
<b>Parks and Recreation Commission</b>	Administration	Nov. 5	1:05
<b>Social: Brainfuse HelpNow promo</b>	Library	Nov. 6	0:01
<b>City Council</b>	Administration	Nov. 10	1:08
<b>YLaH: Felt Cozy!</b>	Library	Nov. 12	0:38
<b>Library Board of Trustees</b>	Administration	Nov. 16	0:47
<b>Eye on: Parks</b>	Communications	Nov. 20	0:04
<b>City Council</b>	Administration	Nov. 24	0:40
<b>YLaH: Snowy Mason Jars!</b>	Library	Nov. 30	0:17
<b>YLaH: Salt Painting!</b>	Library	Nov. 30	0:19
<b>Total completed productions: 11</b>	<b>Duration of new video: 6.0 hours</b>		

## 52317 Podcast

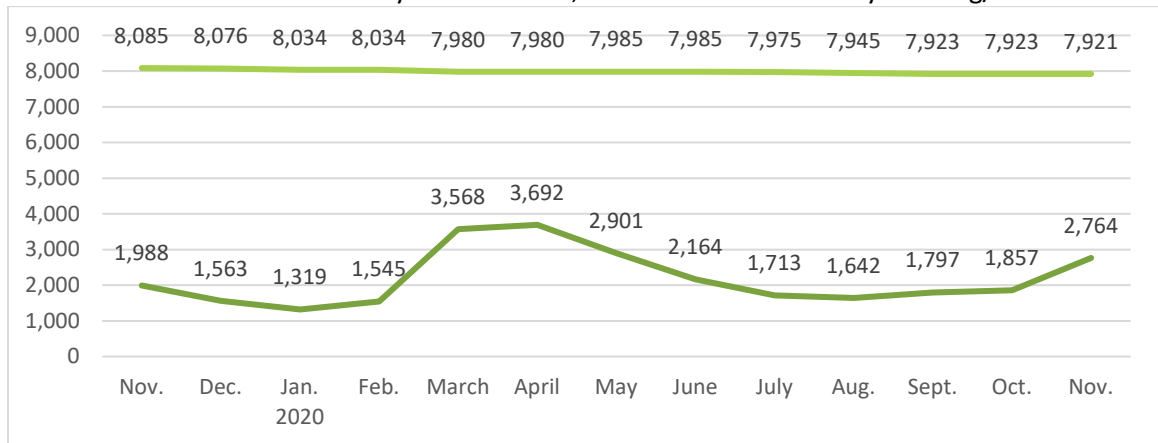
Release schedule is every three weeks; episodes can be found at [northlibertyiowa.org/52317](http://northlibertyiowa.org/52317).



**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** 45: The Lounge; 44: Debut Dance; 43: Ice Cube Press; 42: Brown’s School of Martial Arts; 41: Salon Ludic; 40: Tamarack 39: Table; 38: Vanilla Beans & Daydreams; 37: North Liberty Fire Department; 36: North Liberty Community Pantry; 35: Realtor Ashley Bermel; 34: We Run; 33: South Slope (archive); 32: Heat Yoga Studio & Spa; 31: New Pioneer Co-op; 30: Learning Begins

## North Liberty Bulletin Email Newsletters

Release schedule is first Thursday of the month; subscribe at [northlibertyiowa.org/subscribe](http://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** Nov: Kindness Matters; Oct: Get your trebuchet ready; Sept: A perfect storm; 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

## Social Media

Month	Facebook		Twitter		Instagram	Nextdoor
	New likes	Reach	New follows	Impressions	Followers	Members
Nov 2020	37	9,978	20	50,600	2,242	4,684
Oct 2020	75	28,920	6	35,000	2,216	4,657
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
Nov 2020	19,249	11,438	36,266	1.88	1:07
Oct 2020	26,779	19,448	47,929	1.79	1:10
Sept 2020	23,476	17,070	42,626	1.82	1:12
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

**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. **Pgs/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.