



Communications Advisory Commission

March 1, 2021, 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 youtube.com/c/northliberty. You can also attend by phone; call 1 (312) 626 6799 with a touch-tone phone and enter the meeting ID 817 8220 2713 and meeting password 58714832. 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. Old Business
7. New Business
8. Adjournment



Communications Advisory Commission
Feb. 1, 2021, 6 p.m.
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1. Call to Order

Commissioner Fields called the meeting to order at 6 p.m. commissioners Fields, Marsh, Wells, Bevins and Nicholls were in attendance. Also in attendance were Nick Bergus, Jillian Miller and Joel Miller.

2. Approval of the Agenda

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

3. Approval of Minutes

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

4. Public Comment

No public comment offered.

5. Staff Report

Bergus provided an overview on recent staff work including the continued pandemic. Bergus also mentioned organizing Beat the Bitter this year as a socially distant event. Talks about Blues and BBQ for the upcoming year are coming up considering the pandemic again. With the increased snow, staff has put out several parking ordinances alerts and information. Commissioners asked questions about Beat the Bitter planning and the upcoming Blues and BBQ planning.

6. Great Neighborhoods and Neighborhood Ambassadors

Bergus and Miller provided an update on the Neighborhood Ambassador program. Ambassadors had their first quarterly meeting on Jan. 21. Meetings also occurred with neighborhoods with more than one ambassador to get to know one another. The ambassador webpage has been finalized. Staff has recently put out a printable guide to ambassadors outlining the goals and objectives of the program. Commissioners asked about language ambassadors and their usage. Miller mentioned that some neighborhoods still have vacancies for ambassadors.

7. Old Business

There was none.

8. New Business

Bergus discussed budget talks and the new requested position for the community center.

9. Adjournment

The meeting was adjourned at 6:27 p.m.



To **Mayor, City Council, Communications Advisory Commission**
CC **City Administrator Ryan Heiar**
From **Communications Director Nick Bergus**
Date **Feb. 26, 2021**
Re **Communications Staff Report for January**

COVID-19

As we approach the first anniversary of confirmed COVID-19 infections in Johnson County, the pandemic is still impacting our operations. We've continued to help amplify Johnson County Public Health's messaging surrounding vaccines and other public health messages related to the pandemic, remind the community of the continued need for mitigation efforts, work with Administration on outreach to seniors to help them get vaccinated, as well as continued adjustments to operations at the city. It is also, of course, impacting our plans for the summer as we consider what adjustments we need to make to programming both short- and long-term.

Beat the Bitter

The sixth annual festival was held from Jan. 30 through Feb. 6 with all-free programming focused on offerings were COVID-19-aware and could counted on. Response was positive, and staff was pleased with the outcome. Over the past couple of years, we've talked about finding more community event "quick wins," that is opportunities to surprise and delight and engage the community but that require less logistical planning and staff effort than our large community events. Beat the Bitter's pandemic edition offered those opportunities with a virtual Igloo Jam concert to benefit the United Way's disaster relief fund; fireworks, storywalk and ice sculptures in Penn Meadows Park, an asynchronous 5K-ish Obstacle? Run, activity kits, a virtual Snuggie Crawl and very well received Idita-Pod Race scavenger hunt produced by Special Projects Coordinator Angela McConeville. The free programming was made possible by Collins Community Credit Union, GEICO Careers and GreenState Credit Union.

Blues & BBQ

We've continued to have internal conversations and conversations with some of the event's sponsors, about what our path forward here is and hope to make some important and time sensitive decisions in March. While we remain hopeful that we will be able to host some community celebrations this summer, we also want to remain true to the core of what makes Blues & BBQ special. We would expect the event to fall on July 10, 2021, and it remains unclear what the public health situation and guidance might be at that point. We're also conscious that other public priorities, such as getting kids safely back to school, will require tradeoffs.

Great Neighborhoods

We unveiled the program to our residents in February and continue to work with them. As we've told the ambassadors, we're learning what works and what doesn't with them. We still

have some neighborhoods without ambassadors; details, directory and application are at northlibertyiowa.org/BeGreat.

Snow Emergencies

We had more snow, including what many of my colleagues identified as the worst conditions they've dealt with. We worked with the Streets and Police departments to issue a snow emergency and additional advisories while the storm was ongoing.

Project Open House

Traditionally, we've hosted an in-person open house each year to talk about coming public infrastructure projects and answer questions. Last year's, initially scheduled for March 30, was hosted virtually in May. This year, we're hosting a weekly series, with a featured project each Friday at noon online. A registration link can be found at northlibertyiowa.org/projects.

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, projects, and more.

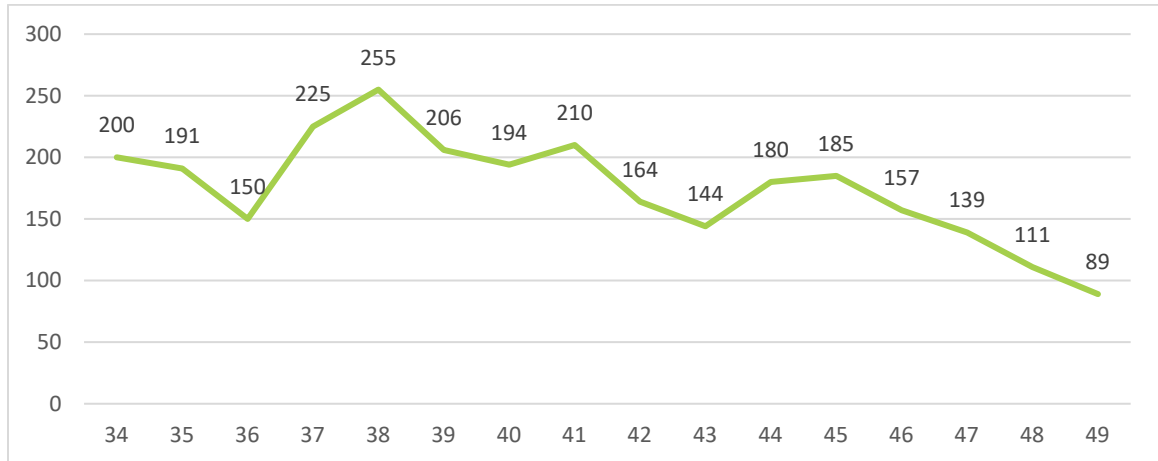
Joel reviewed every page on the website to check links, update logos and flag pages that need some time and attention.

Completed Videos

Title	Requested By	Completed	Duration
Communications Advisory Commission	Administration	Feb. 1	0:28
Social: Rube Goldberg	Recreation	Feb. 1	0:02
Social: Beat the Bitter's Ice Carvers	Communications	Feb. 2	0:02
Planning and Zoning Commission	Administration	Feb. 2	0:34
Eye on North Liberty: Officer Liaisons	Communications	Feb. 3	0:03
Parks and Recreation Commission	Administration	Feb. 4	0:26
City Council	Administration	Feb. 9	0:26
City Council	Administration	Feb. 23	1:20
YLaH: Making Puffy Paint!	Library	Feb. 25	0:18
Total completed productions: 9	Duration of new video: 10.7 hours		

52317 Podcast

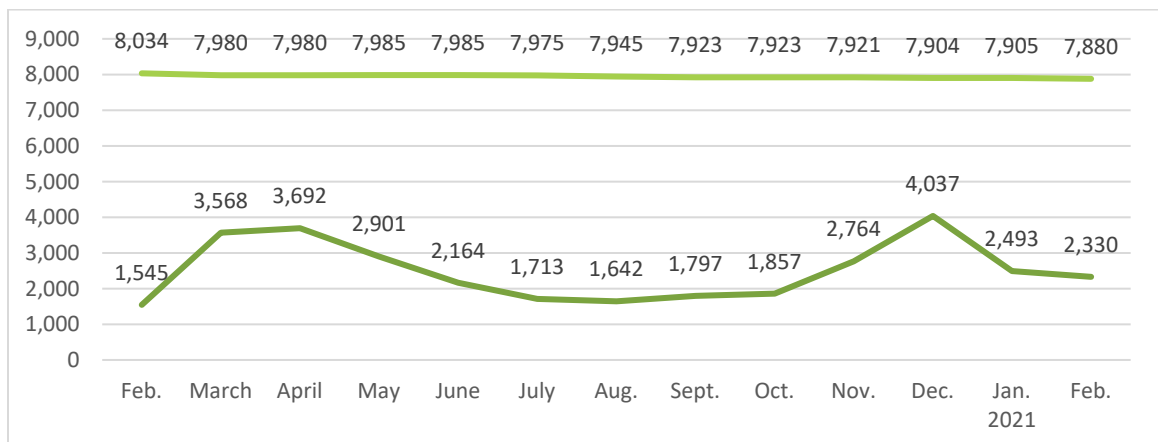
Release schedule is every three weeks; episodes can be found at northlibertyiowa.org/52317.



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** 49: Fryvecind Voice Studio; 48: A Chocolate Studio; 47: Corridor Rentals; 46: MixHomeMercantile; 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;

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 Feb: Hi, neighbor 🍌; Jan: Storms ☁️; Dec: To new traditions 🏠; 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

Social Media

Month	Facebook		Twitter		Instagram	Nextdoor
	New likes	Reach	New follows	Impressions	Followers	Members
Feb 2021	96	24,756	22	48,700	2,305	4,818
Jan 2021	55	19,163	-4	32,500	2,276	4,760
Dec 2020	43	10,064	0	23,000	2,266	4,712
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

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
Feb 2021	27,228	20,540	47,047	1.73	1:06
Jan 2021	20,264	13,628	39,600	1.95	1:11
Dec 2020	16,287	12,267	32,867	2.02	1:18
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

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.