



**Communications Advisory Commission**

**April 5, 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](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 [youtube.com/c/northliberty](https://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 821 5946 7207 and meeting password 74404169. 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. Outreach & Equity Coordinator
7. Great Neighborhood Grants
8. Old Business
9. New Business
10. Adjournment



**Communications Advisory Commission**  
**Mar. 1, 2021, 6 p.m.**  
**Regular Session**  
**Zoom meeting platform**

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, and Joel Miller.

2. Approval of the Agenda

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

3. Approval of Minutes

Marsh 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 staff work. Bergus noted the pandemic and its complications and messaging is coming up on a year for city staff. Also mentioned was Beat the Bitter and how it differed from years past. Internal conversations about Blues and BBQ are happening with sponsors, time sensitive decisions coming in March. Bergus gave an update on the Great Neighborhoods initiative and working with the newly appointed ambassadors. Staff has put out several parking ordinances alerts and information with the snow earlier in the month. Project Open House will be held virtually this year via a weekly series over Zoom. Commissioners asked questions about the city's social media apps, spring clean-up day, snow emergency parking, and COVID-19 resources and information

6. Old Business

There was none.

7. New Business

Nicholls asked about vaccination registration and administration centers and how to better connect the community to those resources. Bergus offered all current available resources the city offers and where to find them.

#### 8. Adjournment

The meeting was adjourned at 6:23 p.m.



To **Mayor, City Council, Communications Advisory Commission**  
CC **City Administrator Ryan Heiar**  
From **Communications Director Nick Bergus**  
Date **April 1, 2021**  
Re **Communications Staff Report**

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### COVID-19

It's been great to include in our efforts connecting messaging around vaccinations as the availability becomes more widespread. Nevertheless, we are continuing to share guidance around precautions as we follow the lead of public health experts and their concerns surrounding the plateauing and increase in cases. We've continued to amplify Johnson County Public Health's messaging as well as the continued adjustments to operations at the city.

### Blues & BBQ

We've made the carefully considered decision to not hold Blues & BBQ in 2021. While we're optimistic, we're not clairvoyant, and recognize that we simply cannot plan for a large-scale event during what will hopefully be the tail end of the pandemic. We also felt that trying to host adapt the parts that make Blues & BBQ great, particularly the variety of fun in one place and a gathering place for the entire community on a single day, wouldn't be a successful venture. Instead, we're collaborating with programming staff to host a summer slate of fun that we can pivot to the public health needs of the moment and offer pandemic-aware fun and can be carefully executed. The full slate will be released in April and we're excited about it.

### Great Neighborhoods

We continue to work with Neighborhood Ambassadors, and worked with them to put out a survey that will help us collect feedback and build a baseline against which we can measure future engagement. We continue to facilitate their engagement with other departments, including cleanup days, library and recreation pop-ups, development meetings, and other engagement. 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](http://northlibertyiowa.org/BeGreat).

### Project Open House

Replacing our traditional annual in-person open house about infrastructure, we hosted four online presentation focused on coming improvements, including parks and trails, Ranshaw Way, Dubuque Street realignment and the future civic campus. Attendance at each was good, and, based on the emailed questions I've received, people are watching the presentation afterwards, too. We would consider hosting these in this format post-pandemic, too. The archived versions of these presentations be found at [northlibertyiowa.org/projects](http://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, projects, library and recreation initiatives, public meetings, various collections, and more.

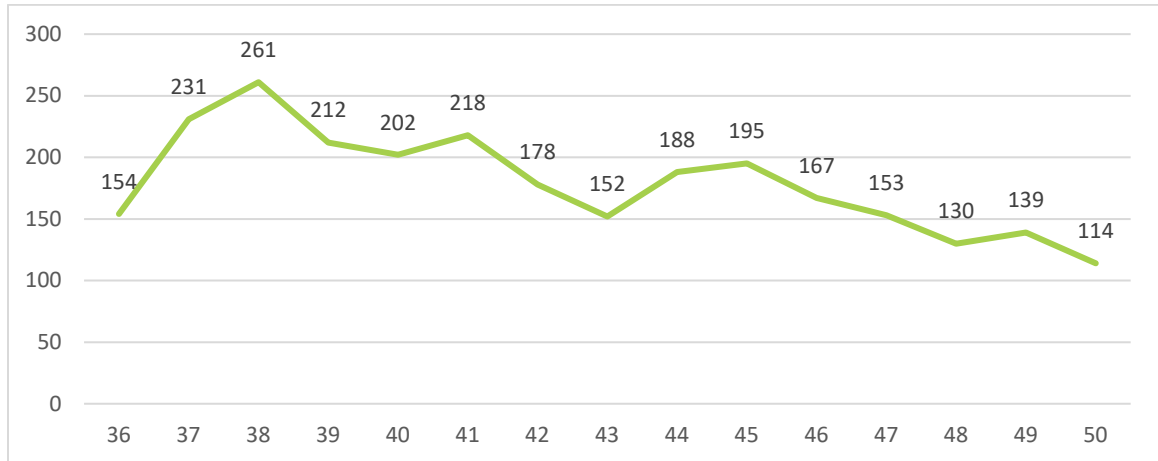
Staff represented the city at various meetings, including with Think Iowa City's strategic planning, ICAD economic visioning, United Way, North Liberty Community Fund and other community organizations.

## Completed Videos

Title	Requested By	Completed	Duration
<b>Eye on North Liberty: Waste Water</b>	Communications	March 1	0:05
<b>Communications Advisory Commission</b>	Administration	March 1	0:23
<b>Planning and Zoning Commission</b>	Administration	March 2	0:54
<b>Staff Chats: Michael Werle</b>	Communications	March 3	0:02
<b>Staff Chats: Ryan Taylor</b>	Communications	March 3	0:03
<b>Parks and Recreation Commission</b>	Administration	March 4	0:26
<b>YLaH: Bubble Tea!</b>	Library	March 9	0:02
<b>City Council</b>	Administration	March 9	1:27
<b>Good Neighbor Meeting</b>	Planning	March 11	0:46
<b>Good Neighbor Meeting</b>	Planning	March 11	0:16
<b>Library Board of Trustees</b>	Administration	March 15	0:48
<b>Good Neighbor Meeting</b>	Planning	March 18	0:46
<b>Open House: Parks &amp; Trails</b>	Communications	March 5	0:43
<b>Open House: Ranshaw Way</b>	Communications	March 12	0:40
<b>Open House: Dubuque Street</b>	Communications	March 19	0:33
<b>Open House: Civic Campus</b>	Communications	March 26	0:35
<b>YLaH: Sugar Cone Bird Feeders!</b>	Library	March 23	0:18
<b>City Council</b>	Administration	March 23	1:13
<b>YLaH: Chia Pets!</b>	Library	March 29	0:11
<b>Eye on North Liberty: Special Projects</b>	Communications	March 31	0:04
<b>Total completed productions: 20</b>	<b>Duration of new video: 10.25 hours</b>		

## 52317 Podcast

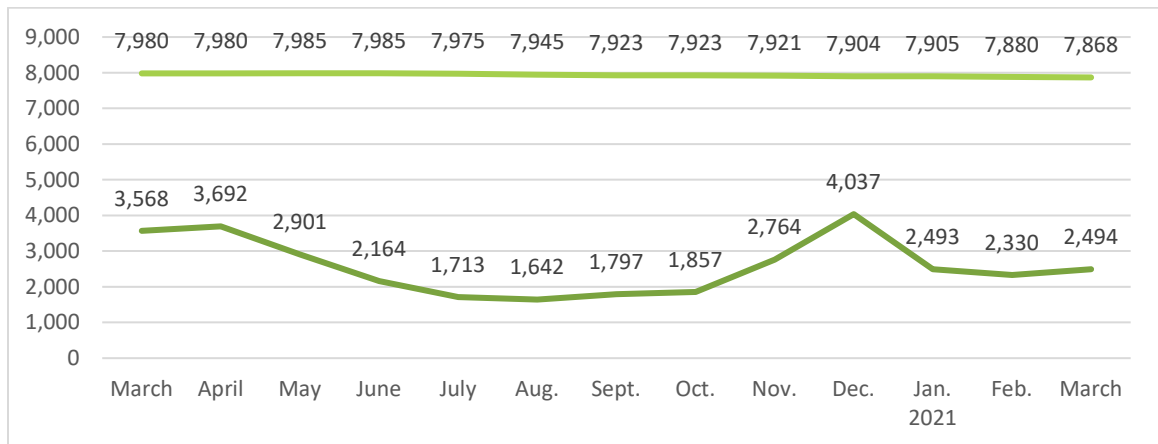
Release schedule is every three weeks; episodes can be found at [northlibertyiowa.org/52317](http://northlibertyiowa.org/52317).



**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** 50: Letter B; 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

## 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** March: A really weird lion; 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;

## Social Media

Month	Facebook		Twitter		Instagram	Nextdoor
	New likes	Reach	New follows	Impressions	Followers	Members
<b>March 2021</b>	72	100,455	18	61,600	2,342	4,900
<b>Feb 2021</b>	96	24,756	22	48,700	2,305	4,818
<b>Jan 2021</b>	55	19,163	-4	32,500	2,276	4,760
<b>Dec 2020</b>	43	10,064	0	23,000	2,266	4,712
<b>Nov 2020</b>	37	9,978	20	50,600	2,242	4,684
<b>Oct 2020</b>	75	28,920	6	35,000	2,216	4,657
<b>Sept 2020</b>	66	21,472	11	33,500	2,195	4,624
<b>Aug 2020</b>	35	13,370	18	39,500	2,118	4,568
<b>July 2020</b>	35	13,370	18	39,500	2,118	4,568
<b>June 2020</b>	95	37,016	53	81,200	2,080	4,522
<b>May 2020</b>	98	14,541	8	51,800	2,044	4,487
<b>April 2020</b>	43	15,703	25	73,500	1,996	4,455
<b>March 2020</b>	84	25,857	26	47,500	1,961	4,404

**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
<b>March 2021</b>	23,993	14,861	46,159	1.92	1:15
<b>Feb 2021</b>	27,228	20,540	47,047	1.73	1:06
<b>Jan 2021</b>	20,264	13,628	39,600	1.95	1:11
<b>Dec 2020</b>	16,287	12,267	32,867	2.02	1:18
<b>Nov 2020</b>	19,249	11,438	36,266	1.88	1:07
<b>Oct 2020</b>	26,779	19,448	47,929	1.79	1:10
<b>Sept 2020</b>	23,476	17,070	42,626	1.82	1:12
<b>Aug 2020</b>	19,804	14,379	36,863	1.86	1:16
<b>July 2020</b>	17,231	10,213	35,578	2.06	1:29
<b>June 2020</b>	22,535	15,909	44,379	1.97	1:22
<b>May 2020</b>	14,669	11,451	39,087	1.90	1:10
<b>April 2020</b>	18,727	13,796	34,990	1.36	1:10
<b>March 2020</b>	26,268	18,454	46,350	1.76	1:01

**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.



# Outreach & Equity Coordinator

Department     **Communications**  
Supervisor     **Communications Director**  
Pay Grade  
FLSA Status     **Exempt**  
Last Revised    **April 2021**

## Overview

Under general direction of the Communications Director, and in close collaboration with Community Center staff, this position is responsible for developing, executing, and supporting engagement and programs for targeted populations such as seniors, low-income households, non-native English speakers and communities of color; performing outreach to these populations; and developing and implementing equity initiatives at the Community Center. This position will coordinate outreach across Community Center departments and develop and implement ways to make Community Center access more equitable and inclusive. This position helps social service agencies better serve residents in and of North Liberty through support and partnerships, works with other Communications Department staff to prioritize and produce communication originating from the Community Center, and helps with general functions of the Communications Department.

## Essential Functions & Duties

- Prioritize and promote programs in collaboration with Community Center staff.
  - Coordinate promotion for Community Center programs.
  - Proactively identify communication needs and work with Community Center staff to address them.
  - Promote the facility as a welcoming, inclusive community hub.
- Responsible for programs and engagement for targeted populations, such as seniors, low-income families, non-English speakers and people of color.
  - Identify populations and develop engagement opportunities and programming.
  - Develop new and support existing teen and senior programming.
  - Promote Community Center programs to targeted populations.
  - Strengthen existing offerings in coordination and collaboration with Community Center staff.
- Responsible for initiating and facilitating the City Council's proposed Youth Council.
- Collaborate with library and recreation staff to create and execute inter-departmental programming.
- Collaborate with social service and city-led services such as Summer Lunch & Fun to entice, enhance and promote their work in North Liberty.
- Interact with and serve as a liaison to community organizations, agencies, affiliate groups and residents as an ambassador for, and on behalf of, the City.
- Leverage Neighborhood Ambassadors to identify needs and achieve goals.



- Responsible for promoting equitable outreach and engagement.
  - Research, implement and model best practices for diversity, equity and inclusion initiatives.
  - Support other Community Center departments with equity decision-making and policy development and implementation.
- Strive to constantly improve the quality of image and reputation of the City and the Community Center.
- Assist in building and maintaining the City of North Liberty's inclusivity.
- Other duties as assigned by the Communications Director.

## Qualifications

At least four years work experience in related field required or a Bachelor's degree and at least two years' work experience in equity and inclusion, programs for targeted populations or a related field. Must have a positive, empathetic, and personable attitude, and a willingness to work with the general public and build relationships on a daily basis. Organizational and collaborative skills are essential. General computer skills in a Windows environment required; familiarity with Microsoft Office products is required. Knowledge of municipal government structure, non-profit communications, and basic digital communications skills are preferred. Basic proficiency, or ability to learn, Adobe Creative Cloud tools is preferred. Proficiency in Spanish, French, Arabic or Mandarin preferred.

## Physical, Mental and Environmental Requirements

Must have reliable transportation. Must be functionally literate in written and spoken English. Must be physically mobile and able to lift and carry equipment up to 25 pounds. Endurance of noise associated with various indoor and outdoor conditions required. Night and weekend work will be required.

**This job description is not the complete statement of every task and responsibility that is required of this position. It contains the major duties performed by an individual and may require assistance with other tasks as necessary.**



## GREAT NEIGHBORHOOD GRANT PROGRAM

The Great Neighborhood Grant Program is designed to help offer activities that bring neighbors together and enhance the quality of life in North Liberty. The goals of the pilot program are to:

- Build an increased sense of neighborhood community
- Develop or renew neighborhood relationships
- Encourage interaction between generations and cultures
- Further establish the Neighborhood Ambassadors' role as an engagement coordinator and resource for their neighbors

Funds are available for Neighborhood Ambassador-organized programs or improvement projects taking place before June 30, 2022. At this time only Neighborhood Ambassadors or residents of a neighborhood with an ambassador vacancy have the ability to submit an application.

During this pilot program, up to \$250 is available per neighborhood. Ambassadors are invited to submit applications for one or more events, but no more than \$250 total will be awarded to a neighborhood in this first cycle. Ambassadors from different neighborhoods may combine efforts, each applying for up to \$250, towards a multi-neighborhood event or effort.

### CRITERIA

For an event, program or improvement project to qualify for a grant it must:

- Be neighborhood-focused
- Take place before June 30, 2022
- Be held within city limits
- Be free for residents to attend
- Be inclusive, and open to everyone who resides in the neighborhood, without regard to race, gender, religion, national origin, age, disability, sexual orientation or any other status protected by law
- Follow whatever COVID-19 mitigation methods are recommended by Johnson County Public Health at the time of the event.
- Not duplicate an existing public or private program
- Allow photographs of the activity to be posted to the city's website and the city's social media outlets
- Recognize the City of North Liberty's Great Neighborhoods Initiative for providing funding for the event

Example of events or projects that will be considered: block parties, potluck or picnics, neighborhood garden planting, art projects, ice cream social, outdoor movie night, installation of a Little Free Library or pantry, and other similar project or programs. Fund raisers, profit-motivated (craft fairs), political and religious events will not be considered.



## ELIGIBLE EXPENSES

The City of North Liberty will reimburse Neighborhood Ambassadors based on submitted receipts or pay vendors directly for the qualifying expenses of approved applications. Invoices are preferred, but credit card payment over the phone is possible, if needed.

### Eligible Expenses

The types of expenses eligible for reimbursement include:

- Food to be consumed by attendees at the event
- Non-alcoholic beverages
- Entertainment
- Facility and equipment rentals
- Materials/supplies
- Giveaways/Prizes
- Neighborhood-level advertising/printing
- Temporary food service permits
- Arrangements to remove barriers for participation (such as childcare)

### Ineligible Expenses

The following expenses will be not approved for reimbursement:

- Tobacco products or alcoholic beverages
- Travel expenses
- Any materials that benefit an individual homeowner
- Regular neighborhood association or homeowner meetings
- Routine operating expenses
- Mass media advertising
- Beverage permits
- City's Special Event Permit fee, as this can be waived by the city administrator

## APPLICATION PROCESS

At this time only Neighborhood Ambassadors or residents of a neighborhood with an ambassador vacancy have the ability to submit an application.

Applications are requested at least two weeks prior to a proposed event.

*Please note that this funding application is not a Special Events Permit application. If your event uses public property (like a park), includes the consumption of alcohol, amplified music, signage, road closures or temporary structures, you'll need to apply for a Special Events Permit separately. There is a standard application fee of \$50, which can be waived with approval by the City Administrator. You'll find the Special Events Guide and Application [here](#) and city staff can help you navigate the process.*



## **Review Process**

The city's Communications Department staff will review applications on a rolling basis. Funding decisions will be made based on whether activities meet eligibility requirements approved by the Communications Advisory Commission.

## **Post Event**

Applicants must complete a brief follow-up evaluation for any event receiving grants funds, which includes photographs of event the city can share, a description of the event, how many people participated and how it helped strengthen the neighborhood.

## **APPLICATION QUESTIONS**

The online application will request:

- The neighborhood(s) the event/program/improvement project will benefit
- Neighborhood Ambassador or applicant contact information
- A description of the Event/Program/Project and anticipated date
- Total estimated cost, amount requested and how the difference, if any, will be covered
- What expenses that approved funds would be used for
- How many neighbors are expected to participate/impacted
- Applicant must acknowledge and agree to the event being free for attendees
- Applicant must agree that any awarded funds will be used only for the program outline in the application, the request adheres to the grant program's criteria, and that funds will be used only for eligible expenses.