



### Communications Advisory Commission

June 7, 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 853 9993 4190 and meeting password 43936296. 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. Staffing Update
7. Neighborhood Ambassadors Update
8. Meetings Update
9. Old Business
10. New Business
11. Adjournment



**Communications Advisory Commission**  
**April 5, 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, Jillian Miller.

2. Approval of the Agenda

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

3. Approval of Minutes

Marsh moved and Nicholls 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 we are still in the pandemic and newer messaging about the vaccine. Also mentioned was the cancellation of Blues and BBQ and the replacement of the event with smaller sized events. Bergus gave an update on the Great Neighborhoods initiative and the upcoming Q2 meeting. Staff hosted a virtual project open house to the replace in-person open house. Commissioners asked questions about the city's smaller sized events.

6. Outreach & Equity Coordinator

Bergus described the new position and the duties associated. Commissioners asked questions about a starting timeline, diversity within the position, ability to communicate with the entire community center and growth within the position. Commissioners gave their approval of the position.

7. Great Neighborhood Grants

Miller described the grant initiative. Ambassadors have shown their interest in this grant service. This is to provide additional funding to ambassadors for putting on smaller events or social activities within their neighborhood. The maximum amount per

neighborhood right now \$250. The grants are planned to be expanding over the next years. Commissioners asked questions about having a consensus between ambassadors on the application, having an example of a filled-out application, about liability in case of an accident and when the fiscal year starts for the grants.

8. Old Business

There was none.

9. New Business

There was none.

10. Adjournment

The meeting was adjourned at 6:38 p.m.



To **Mayor, City Council, Communications Advisory Commission**  
CC **City Administrator Ryan Heiar**  
From **Communications Director Nick Bergus**  
Date **May 28, 2021**  
Re **Communications Staff Report**

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### COVID-19

After 15 months, it feels as though we're finally moving to regular operations. We've continued to amplify public health messaging around vaccines. We've also worked to use "masked until you're vaxxed" messaging in alignment with the CDC and other public health organizations, to adjust our Summer Slate expectations and the coming adjustments to services and facilities. We're nearly to the point where we can retire the coronavirus page on the website.

### Summer Slate

We hosted our first Summer Slate events, including Mega Kites, our first large public event in more than a year, and marketed those efforts including a return to our "Know Before You Go" event email series. As promised, we're adjusting the public expectations as the public health landscape changes in consultation with staff, sponsors and Johnson County Public health. We also spent time pretty for June events, including announcements planned for June 1 with event details.

### Communications Assistant

We hired Sujit Singh to fill our Communications Assistant role. We're excited to be fully staffed again as we transition back to community events and in-person meetings and Sujit is a good addition to the team.

### Farmers' Market

We worked with Recreation and Field to Family on logistics and messaging to offer a pickup site in North Liberty for Field to Family's no-contact market pickup which the non-profit is continuing through this summer. Orders are placed Tuesday noon through Wednesday noon each week for pickup on Saturday between 2 and 2:30. We're committed to hosting this June through August. Part of our interest is see how much support and interest there is in local farm products in our community as well as providing increased access to local farm products.

### Great Neighborhoods

We continue to work with Neighborhood Ambassadors. We've open and approved two "Great Neighborhood Grants" to support ambassador-led neighborhood engagement and hope to see more through the summer and fall. Our third quarter meeting will be in person (for the first time!) at Quail Ridge Park on July 15 and city officials are invited to join us. We continue to have some neighborhoods without ambassadors; details, directory and application are at [northlibertyiowa.org/BeGreat](http://northlibertyiowa.org/BeGreat).

## Summer Construction Projects

The major project planned for this summer, Ranshaw Way Phase 5, will get underway in June. The DOT's process slows our ability to connect with the contractor and schedule meetings but we plan to host a meeting with impacted businesses and the project team in June before major impacts occur. In the meantime, we will continue to work to make sure the public knows what's happening and encourage folks to sign up for emails at [northlibertyiowa.org/subscribe](http://northlibertyiowa.org/subscribe). Information about projects, including archived versions of project presentations, can 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, Summer Slate events and programs, commission openings, park investments, and more.

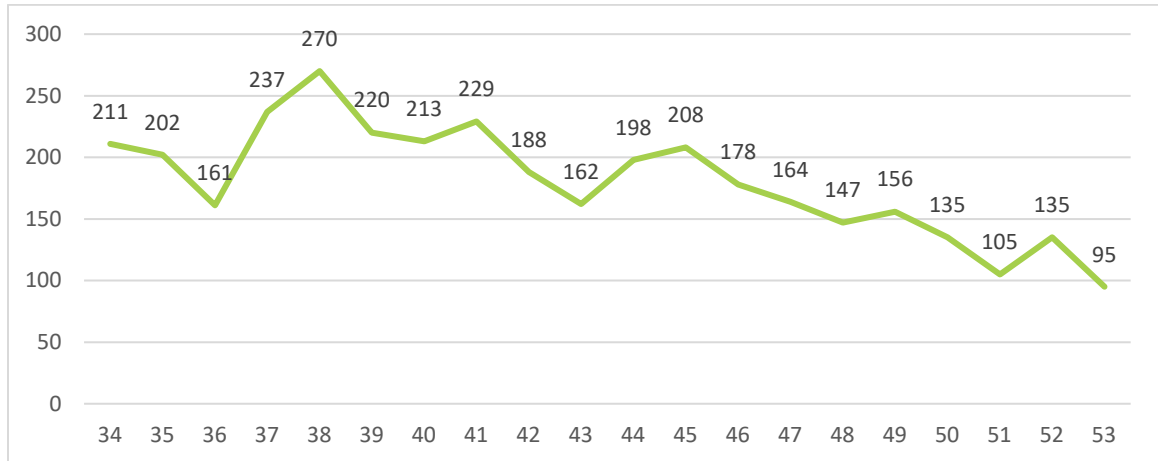
Staff represented the city at various meetings, including with North Liberty Community Fund, RAGBRAI Advisory Committee and other community organizations.

## Completed Videos

Title	Requested By	Completed	Duration
Senior Connections Lunch	Library	May 3	0:45
Social: Butterfly Garden	Library	May 4	0:01
Planning and Zoning Commission	Administration	May 4	1:07
Parks and Recreation Commission	Administration	May 6	0:41
North Liberty's Summer Slate	Communications	May 11	1:02
City Council	Administration	May 11	0:02
Promo: Mega Kites	Communications	May 13	0:01
Social: GOOD	Communications	May 17	0:01
Library Board of Trustees	Administration	May 17	0:22
Social: Summer Reading Program	Library	May 20	0:01
City Council	Administration	May 25	1:10
Eye on North Liberty: Pool	Communications	May 27	0:03
<b>Total completed productions: 12</b>	<b>Duration of new video: 5.27 hours</b>		

## 52317 Podcast

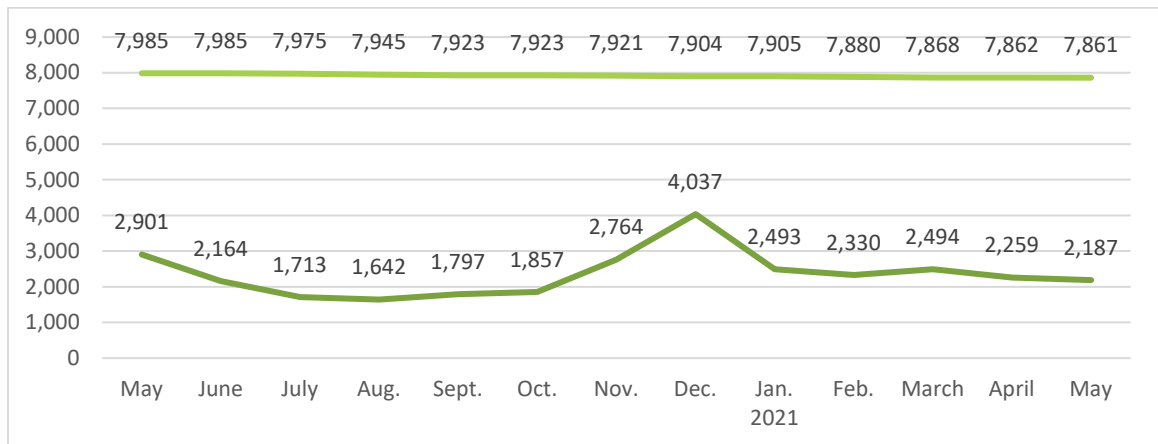
Release schedule is every three weeks; episodes can be found at [northlibertyiowa.org/52317](http://northlibertyiowa.org/52317).



**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** 53: Breathe; 52: Meadowlark Psychiatric Services; 51: Psychiatric Associates; 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: NLF; 36: North Liberty Community Pantry; 35: UIHC; 34: Realtor Ashley Bermel.

## 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** May: It's no walk in the park; April: Anything dirty or dingy or dusty; 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?

## Social Media

Month	Facebook		Twitter		Instagram	Nextdoor
	New likes	Reach	New follows	Impressions	Followers	Members
May 2021	73	23,940	-19	42,200	2,418	5,018
April 2021	33	24,980	19	49,800	2,381	4,959
March 2021	72	100,455	18	61,600	2,342	4,900
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

**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
May 2021	24,221	17,537	49,636	2.05	1:24
April 2021	22,452	13,855	44,847	1.37	1:24
March 2021	23,993	14,861	46,159	1.92	1:15
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

**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.