



Communications Advisory Commission

Oct. 3, 2022, 6 p.m.

Regular Session

City Council Chambers, 1 Quail Creek Circle, North Liberty, Iowa

This meeting may be accessed live by the public in person or 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/northliberty](https://youtube.com/northliberty). Meetings are rebroadcast on cable and available on-demand on [northlibertyiowa.org](http://northlibertyiowa.org).

1. Call to Order
2. Roll Call
3. Approval of the Agenda
4. Public Comment
5. Staff Report
6. Update from Outreach & Equity Coordinator
7. Old Business
8. New Business
9. Adjournment



To **Mayor, City Council, Communications Advisory Commission**  
CC **City Administrator Ryan Heiar**  
From **Communications Director Nick Bergus**  
Date **Oct. 3, 2022**  
Re **Communications Staff Report**

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### City Slate

September was a slower month for City Slate event execution with just a single event, Sept. 24's author visit, on the calendar, but staff spent with month planning for October, with a slew of fall- and Halloween-related events: Star Party with TAKO (Oct. 1), Halloween Moonlight Walk (Oct. 14), Floating Pumpkin Patch (Oct. 23), Haunted Happenings (Oct. 27 and 28) and Community Pumpkin Display (Oct. 30 and 31). Staff also started planning for 2023, and Community Center staff will review ideas in October to allot funding.

### Youth Council

On Oct. 22, Micah hosted the Youth Council orientation with a diverse 17 high-school students. Over the course of the two-hour meeting, the selected students got to know each other and began to identify issues they cared about and learned more about the program's trajectory. Students have been asked to officially register, and will be sworn in at the Oct. 11 council meeting before returning for their first meeting working with facilitator Marlen Mendoza, who lives in North Liberty and has experience facilitating similar groups on a national level.

### Welcoming Week

As part of Welcoming America's Rural Welcoming Initiative, Micah led Neighbors & Flavors on Sept. 18. The event included a free concert from La Nueva Lokera and free samples from local food vendors who serve international cuisine: Luna's Tacos of Iowa City (Mexico), Rodney's Jamaican Jerk & BBQ (Jamaica) and Taste of Pinas (The Philippines). We were also joined by several local non-profits whose work includes efforts to support immigrants and other new lowans, including 4Cs Community Coordinated Child Care, the Center for Worker Justice, CommUnity and Corridor Community Action Network. We had over 100 people stop by the Ranshaw House throughout the afternoon, marking a solid step in our city's work toward becoming a more welcoming and inclusive place for immigrants and other new lowans. Our acceptance into Welcoming America's Rural Welcoming Initiative came with financial support for this event, and we'll consider adding it to the City Slate for 2023.

## Centennial Park

Planning continued on Centennial Park Next Stage with refining the budget, collecting and writing pieces and assembling pieces for the Destination Iowa grants and preparing materials for naming rights.

## Event Sponsorships

Our event sponsorships, led by Jillian, has fallen into an annual cycle that begins in September and now gathers those opportunities (City Slate, Blues & BBQ, Beat the Bitter) into a focused period. Jillian and Nick met with a number of current sponsors to discuss renewals, while Jillian connected with additional potential sponsors of North Liberty programming.

## Other Items

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

We produced a number of podcasts for the library in addition to 52317 episodes.

We assisted the Planning Department move Good Neighbor Meetings to Teams and facilitated four, including one attended by 70 neighbors that lasted nearly one hour and 45 minutes.

We posted news releases about Cop on a Roof, back-to-school disruptions, project, City Slate events, end-of-summer pool operations and more.

## Completed Videos

<b>Title</b>	<b>Requested By</b>	<b>Completed</b>	<b>Duration</b>
<b>Social: Library Card Month</b>	Library	Sept. 1	0:01
<b>Parks &amp; Recreation</b>	Administration	Sept. 1	0:46
<b>Planning &amp; Zoning</b>	Administration	Sept. 6	0:02
<b>Social: Barre Plus</b>	Recreation	Sept. 7	0:01
<b>Social: Cardio Pump</b>	Recreation	Sept. 7	0:01
<b>Social: Body Sculpt and Blast</b>	Recreation	Sept. 7	0:01
<b>Social: Integrative Yoga</b>	Recreation	Sept. 7	0:01
<b>Social: Senior CBS</b>	Recreation	Sept. 7	0:01
<b>Social: HIIT 30</b>	Recreation	Sept. 7	0:01
<b>Social: Aqua Zumba</b>	Recreation	Sept. 7	0:01
<b>Social: Easy Does IT</b>	Recreation	Sept. 7	0:01
<b>City Council</b>	Administration	Sept. 13	0:46
<b>Social: Taste and Tour</b>	Communications	Sept. 16	0:01
<b>GNM: Hauer Drive NE</b>	Planning	Sept. 19	0:09
<b>GNM: Kansas Ave</b>	Planning	Sept. 19	0:06
<b>GNM: North Liberty Road</b>	Planning	Sept. 20	0:26
<b>GNM: Fox Run</b>	Planning	Sept. 20	1:44
<b>Social: Bethany C. Marrow</b>	Communications	Sept. 26	0:01
<b>Library Board of Trustees</b>	Administration	Sept. 26	0:37
<b>City Council</b>	Administration	Sept. 27	0:25
<b>Eye on: Spooktacular Stories</b>	Communications	Sept. 28	0:06
<b>Total completed productions: 21</b>	<b>Duration of new video: 5.3 hours</b>		

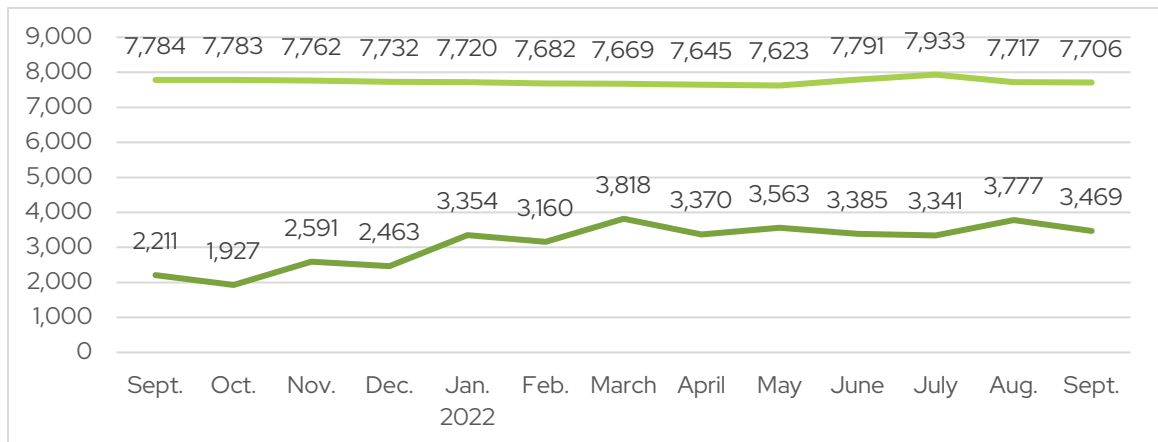
## 52317 Podcast

Episodes release every three weeks and 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** 75: United Action for Youth; 74: Triple Oak Power; 73: Friends of Coralville Lake; 72: Maryam Thompson Photography; 71: Spotix; 70: Johnsy's Liquor; 69: Vertronic Aerospace; 68: North Liberty Coralville Softball Baseball; 67: Soiree; 66: Illuminate; 21: Heyn's; 65: LaLa Boutique; 64: Kirkwood Workplace Learning Connection; 63: Leash on Life; 62: Chomp Delivery; 61: Speedy Mike's Carwash; 60: Flip Salon & Spa; 59: Rock Valley Physical Therapy; 58: NASA; 57: Animal Kingdom

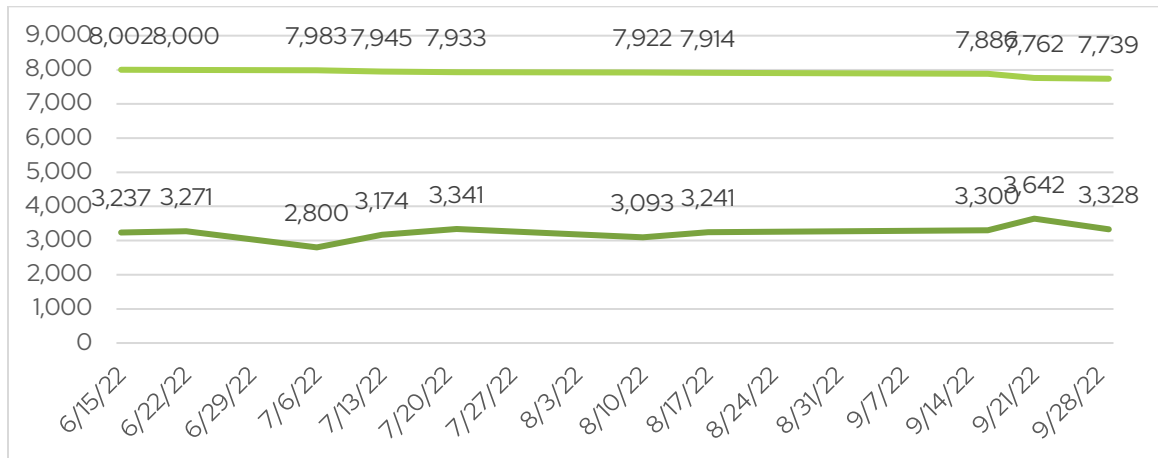
## North Liberty Bulletin Email Newsletters



**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: No one likes construction cones so here's a puppy; Aug: OK to the last drop; July: Years in the making; June: A full slate; May: Taking time for two wheels; April: Mud, trash and poop season; March: The Thaw; Feb: Save the dates; Jan: Tomorrowland; Dec: Conspiring, to eat cookies, by the fire; Nov: Not sure you know how psychologically healthy that actually is; Oct: Pumpkin spice spooky decorative gourd season; Sept: My fall plans vs

## Know Before You Go Emails

These emails focus on free, large-scale community and leverage the city's email list. It is a key marketing channel for City Slate events.



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## Website Statistics

Month	Sessions	Users	Pageviews
Sept 2022	23,690	17,833	44,903
Aug 2022	28,712	21,863	52,942
July 2022	26,101	19,342	50,030
June 2022	27,985	20,537	55,721
May 2022	25,781	19,174	48,930
April 2022	27,396	20,578	52,648
March 2022	25,815	19,113	49,629
Feb 2022	22,876	16,286	41,437
Jan 2022	26,218	20,351	47,444
Dec 2021	17,011	13,056	33,502
Nov 2021	20,196	15,122	39,415
Oct 2021	17,041	13,190	32,858
Sept 2021	22,849	14,800	44,285

**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. All stats are monthly.

## Social Media

Month	Facebook		Twitter		Instagram	Nextdoor
	New likes	Reach	New follows	Impressions	Followers	Members
<b>Sept</b>	50	23,333	-2	26,000	2,828	5,741
<b>Aug</b>	93	36,131	6	18,700	2,815	5,713
<b>July</b>	121	83,190	7	13,100	2,764	5,645
<b>June</b>	114	31,235	-3	14,900	2,738	5,617
<b>May</b>	122	33,811	23	17,700	2,712	5,585
<b>April</b>	57	37,226	-11	17,500	2,667	5,531
<b>March</b>	62	47,317	22	19,500	2,648	5,497
<b>Feb</b>	47	47,939	17	18,100	2,620	5,448
<b>Jan 2022</b>	139	209,293	7	40,500	2,600	5,411
<b>Dec</b>	32	19,971	11	23,500	2,575	5,383
<b>Nov</b>	14	20,182	9	30,400	2,570	5,361
<b>Oct</b>	50	35,617	2	20,600	2,537	5,279
<b>Sept</b>	60	26,516	11	21,900	2,521	5,237

**Facebook new likes** is the net number of new users following 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.