



Communications Advisory Commission

March 6, 2023, 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, on Facebook at facebook.com/northliberty or on YouTube at youtube.com/northliberty. Meetings are rebroadcast on cable and available on-demand on northlibertyiowa.org.

1. Call to Order
2. Roll Call
3. Approval of the Agenda
4. Public Comment
5. Staff Report
6. Old Business
7. New Business
8. Adjournment



To **Mayor, City Council, Communications Advisory Commission**
CC **City Administrator Ryan Heiar**
From **Communications Director Nick Bergus**
Date **March 2, 2023**
Re **Communications Staff Report**

City Slate

February included Youth Skate Night (Feb. 3), Ice Fishing with TAKO (Feb. 4) and Ride Around the Lights (Feb. 18). A fourth event, the Sip & Stroll, was postponed from Feb. 23 to March 2 due to weather. While March only includes the rescheduled Sip & Stroll, April will include EGGstravaganza events and the Kites for Kids Festival and lead into several events through the summer. Micah is soliciting performers for the Ranshaw House Concert Series, which will be extended a little later into the evening. We also developed a template for posters and digital signage so each event gets highlighted in additional places. Teases for the upcoming months are included in the Community Activity Guide, due out in March. Details for events will be available at northlibertyiowa.org/cityslate.

Beat the Bitter

The festival ran through much of the month with the North Liberty Lights presented by Tryon Investments (and connected events) up all month and the return of the Snuggie Crawl presented by McGrath Toyota of Iowa City. In all, we estimate 5,000 participants this year. We'll reassess our weather policy, think about other events we can schedule around the lights and consider other adjustments for next year's festival.

Community Activity Guide

Micah spent the end of the month preparing for the thrice-annual guide that lists recreation, library and other community programming. The publication is expected before spring break. Additionally, we started developing an additional publication that can the gaps between the seasonal guides and hope to have a prototype based on real information in the summer guide in April.

Neighborhood Ambassadors

The quarterly meeting in February focused on four local projects: UIHC, Centennial Park, Solomon's Landing and the second fire station, as well as time to socialize and connect at Tin Roost. We're transitioning this program from Jillian to Micah to free up some capacity; the program was started during the pandemic when we weren't holding special events or advancing Centennial Park and the program should fit well with Micah's work.

Centennial Park

Jillian has continued to spend time writing grants and meeting with potential partners in the next stage of Centennial Park development. We plan to host an informational gathering in March to discuss it with local stakeholders.

Summer Lunch and Fun

Micah, along with librarian Erin Silva, are working to organize the Summer Lunch and Fun program that is held during June, July and August at the Ranshaw House. There is funding to hire help to coordinate the daily work of feeding and enriching local youth. While the program is not means tested and is open to anyone under 18, we're working on a plan to make sure those who would benefit most from the summer assistance are aware of the program and can get there for meals.

Youth Council

In January, the next phase of the Youth Council began, with their elected officers leading the meeting with staff more to support and occasionally facilitating. The group identified some projects they wanted to take on and some possible future ideas. They're impatient to "do something" and need to be reminded that building a strong foundation for themselves and others was a lot of work.

Connected to Tomorrow Comprehensive Plan

After a year of public engagement, the plan was adopted in February. We'll spend some time highlighting the recommendations in the coming weeks.

Stormwater

Winter is the time to start talking about spring and stormwater. We're working with Mike Wolfe and Michael Pentencost to highlight what the city does to manage it, and why it is important to do so to avoid local flooding, prevent property damage and care for the environment.

Other Items

Staff represented the city with the United Way's Community Impact Council and in other local initiatives and non-profits.

We produced the City Council meeting and submitted it to the Iowa City government channel.

We produced several podcasts for the library in addition to 52317 episodes.

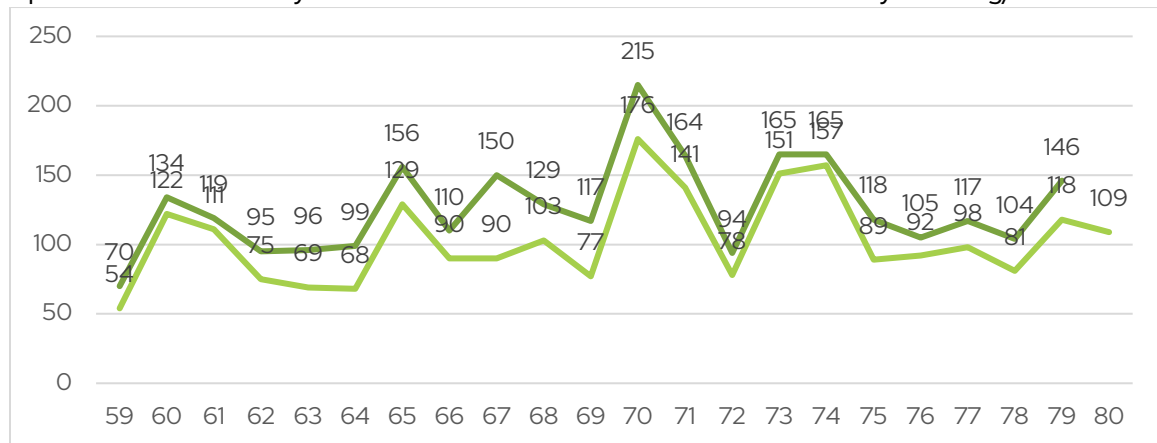
We posted news releases about events, Recsters, Community Center focus groups, various programs, a water main break, holiday hours and more.

Completed Videos

Title	Requested By	Completed	Duration
Tree & Stormwater Advisory	Administration	Feb. 1	0:25
Parks & Recreation	Administration	Feb. 2	0:32
Communications Advisory	Administration	Feb. 6	0:28
Planning & Zoning	Administration	Feb. 7	0:45
Social: 5K Glow Run	Communications	Feb. 9	0:01
Social: Fire & Ice	Communications	Feb. 9	0:01
Social: Snuggie Crawl	Communications	Feb. 9	0:01
Social: Beat the Bitter	Communications	Feb. 9	0:01
City Council	Administration	Feb. 14	1:07
NLFD Conex Box Burn	Fire Department	Feb. 15	0:01
Social: Ranshaw House Concert	Communications	Feb. 23	0:01
City Council	Administration	Feb. 28	0:54
Total completed productions: 12	Duration of new video: 4.28 hours		

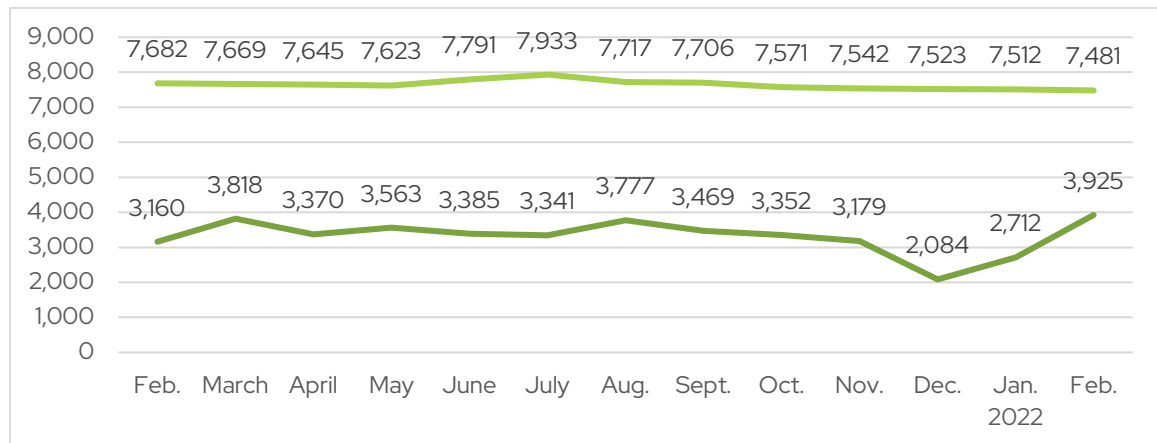
52317 Podcast

Episodes release every three weeks and 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 in its first 30 days and 90 days of publication. Numbers are as reported by service provider LibSyn as of the date of this report. **Episodes** 80: Lion's Club, 79: North Liberty Oral Surgery and Dental Implants 78: North Liberty coLab; 77: Big Brothers Big Sisters; 76: Kimberlee Rocca; 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; 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

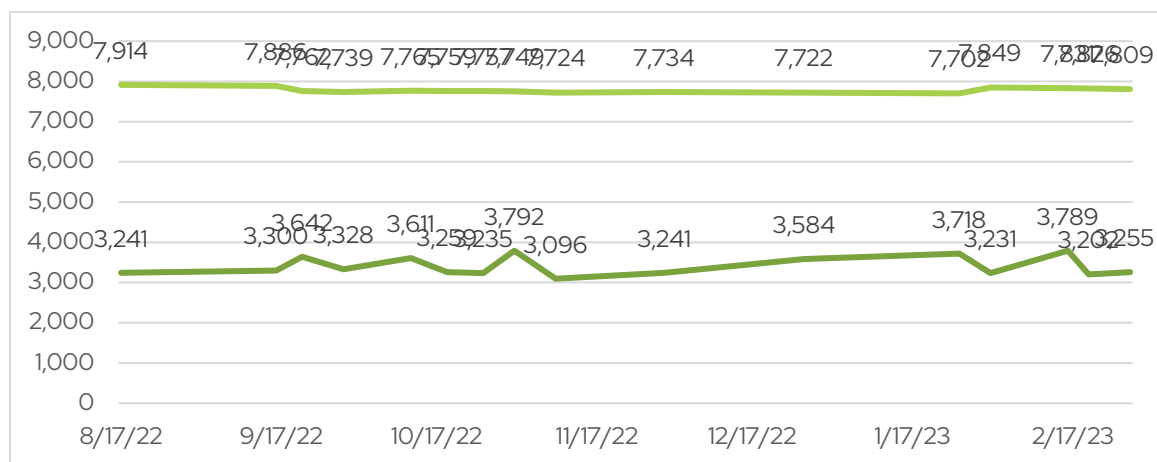
North Liberty Bulletin Email Newsletters



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** Feb.: It's a plan; Jan: Post cookie plate tune up; Dec: Bah! Humbug! and other traditions; Nov: Sharp-witted, keen-eyed, can't lose; Oct: The future is awkward and passionate; 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

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.



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.

Website Statistics

Month	Sessions	Users	Pageviews
Feb 2023	31,173	25,273	54,240
Jan 2023	31,768	24,915	57,610
Dec 2022	23,328	18,270	45,983
Nov 2022	29,888	22,127	58,381
Oct 2022	34,361	24,315	60,653
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

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
Feb	110	49,514	4	12,800	2,952	5,916
Jan 2023	59	46,763	-1	15,600	2,919	5,890
Dec	54	25,825	3	14,300	2,890	5,847
Nov	64	35,617	-64	18,400	2,862	5,807
Oct	91	25,561	-2	13,200	2,840	5,789
Sept	50	23,333	-2	26,000	2,828	5,741
Aug	93	36,131	6	18,700	2,815	5,713
July	121	83,190	7	13,100	2,764	5,645
June	114	31,235	-3	14,900	2,738	5,617
May	122	33,811	23	17,700	2,712	5,585
April	57	37,226	-11	17,500	2,667	5,531
March	62	47,317	22	19,500	2,648	5,497
Feb	47	47,939	17	18,100	2,620	5,448

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.