



Communications Advisory Commission

April 3, 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. Department Renaming & Reorganization
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 **March 31, 2023**
Re **Communications Staff Report**

City Slate

March only included a rescheduled Sip & Stroll (March 2), which was at capacity (we had supplies to accommodate 600 and, unfortunately, had to turn folks those starting around 6:30 (the event started at 6 and people began lining up early). We'll explore ways to increase capacity without hurting the experience. The team spent time this month preparing for the Bunny Clue Trail (April 1) as part of the EGGstravaganza, Kites for Kids Festival (April 22), Remarkable Rigs (May 13), the Playground Crawl (May 20) the Ranshaw House Concert Series (Fridays in June and July), Camp North Liberty (overnight on June 23) and more. Details for events will be available at northlibertyiowa.org/cityslate.

Blues & BBQ

This month we solidified our stage lineup in partnership with The Englert Theatre for a May announcement. Additionally, we took food vendor applications for most of the month; selection will occur in early April. We pulled the committee together for the first time of the cycle in late March. The event, our 15th, is set for July 8. Details will be available at northlibertyblues.org.

Building North Liberty's Next Stage

We learned that we would not receive Destination Iowa funding for this project. While disappointed, we're pressing forward. Jillian has continued to spend time writing grants and meeting with potential partners in the next stage of Centennial Park development. We hosted an informational gathering with local stakeholders to share our plans, and announced our public campaign with a goal of \$1 million. We will host additional information sessions in April and include materials at various public events.

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. They have brought their coordinators on board: a previous coordinator, Marge, alongside Corrie who has more availability leading into the summer. The team is working to make sur ethe

families who would benefit most from the project are aware of it and feel welcome; the program is not means tested and is open to anyone under 18.

Youth Council

The Youth Council is proceeding with their projects. One team, inspired by similar work done by a Liberty High School student, is working to make period products available for free in city facilities. Another team is working on life skills classes and has organized a date for interviewing skills class later this spring. The group continues to look for group volunteer opportunities. They have also developed a logo and started social media pages on Instagram and Facebook.

Ranshaw House

Additional programs are being added to the schedule, including a Repro Rights talk hosted by the Corridor Community Action Network and the adult portion of United Action for Youth's Pride Con. Permanent furniture is expected in April, and we plan to host an open house following.

Other Items

Staff represented the city with the United Way's Community Impact Council, at the Business Partnership's legislative forum hosted at the water treatment plant, at 100+ women who care 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 organized media events around our new full-time Fire Department staff and the Building North Liberty's Next Stage campaign.

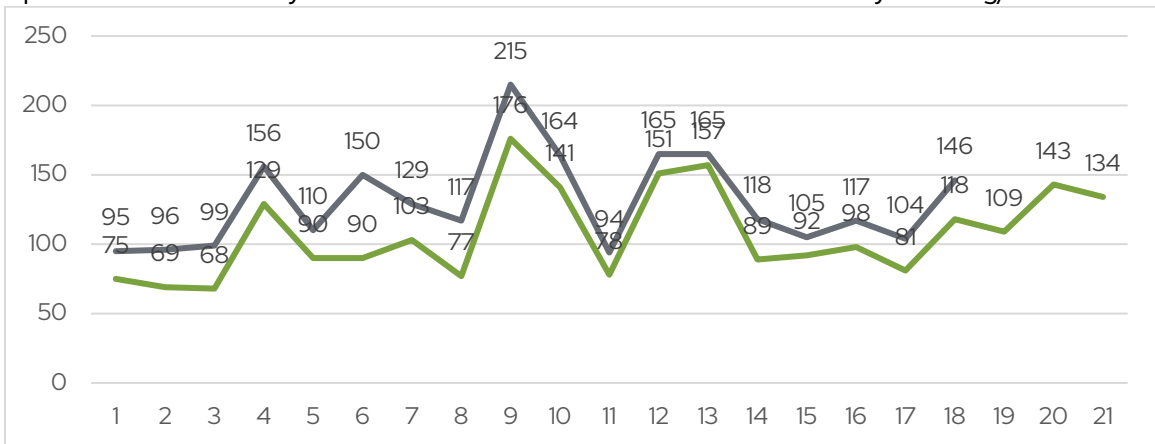
We posted news releases about events, various project-related closures, leaf collection, the activity guide, snow and more.

Completed Videos

Title	Requested By	Completed	Duration
Eye on: Stormwater	Communications	March 1	0:10
Communications Advisory	Administration	March 6	0:12
Planning & Zoning	Administration	March 7	0:20
City Council	Administration	March 14	0:21
Library Board of Trustees	Administrations	March 20	0:38
GNM: West side 965	Planning	March 21	0:17
GNM: Fox Run	Planning	March 21	1:10
City Council	Administration	March 28	1:39
Total completed productions: 8	Duration of new video: 4.78 hours		

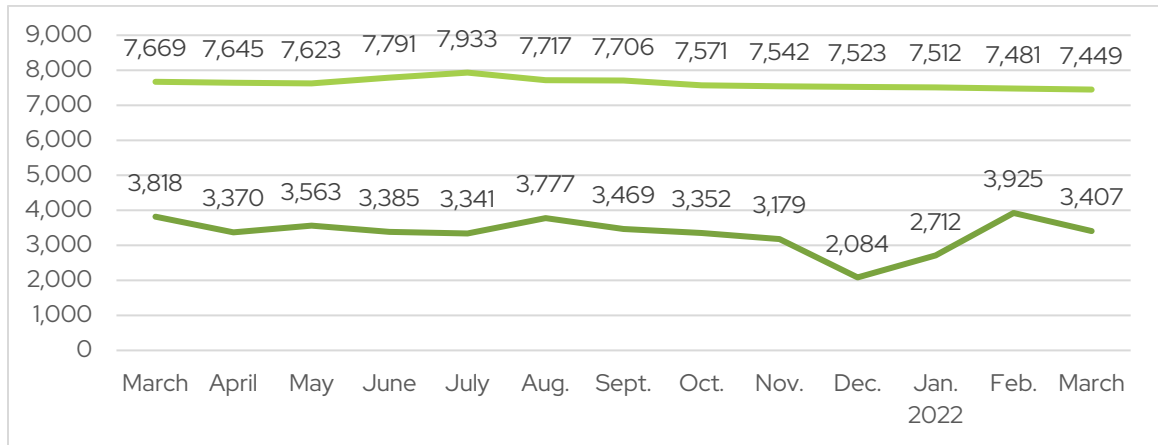
52317 Podcast

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** 83: All Seasons Auto; 82: North Liberty Aquatics Center; 81: Mom on a Mission; 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; 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

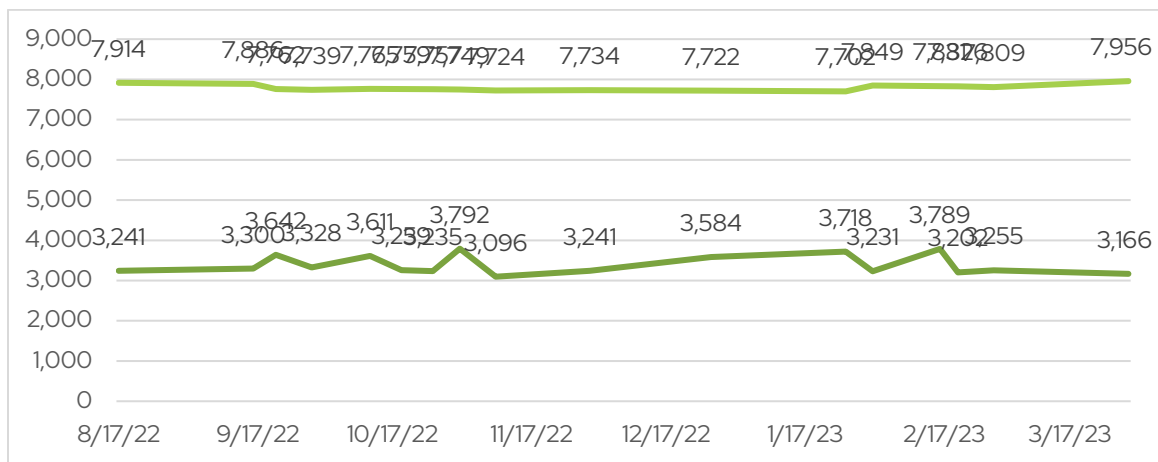
North Liberty Bulletin Email Newsletters



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** March: Good and muddy; 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;

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
March 2023	33,771	26,678	61,955
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

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
March	92	41,370	-11	8,202	2,977	5,937
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

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.



To **Communications Advisory Commission**
CC **City Administrator Ryan Heiar**
From **Communications Director Nick Bergus**
Date **March 28, 2023**
Re **Upcoming Department Changes**

Over the years, our department has been known by several names – NLTV, Telecommunications and currently Communications – with changes reflecting the way our responsibilities had grown with the City of North Liberty and changed with the demands of the community.

Beginning July 1, 2023, we will shift again, renaming the department Community Relations, in acknowledgement of the full scope of our services and responsibilities.

Along with the name change, we will see additional changes:

Jillian Miller will be promoted to Assistant Director of Community Relations. Her new title reflects her increased responsibility, and comes with expanded oversight of community events, sponsorship and additional economic development work.

NLTV will cease cablecasting video programming. As part of its public, education and government channel mission, NLTV currently offers playback of public meetings and programs provided by the public. Video on demand services like YouTube have drastically reduced the use of the cable channel platform by both viewers and producers, and for the past several years, the public access portion of the channel has been primarily religious services. Other local access channels have ceased operations, and messages on the channel asking for viewers to let us know if they're watching resulted in no contacts. Cablecasting requires staff to spend time scheduling and managing media, and this time will be shifted from upkeep to other tasks. We will continue to livestream and record public meetings and to maintain the community bulletin board, which will continue to be cablecast as long as it remains reasonable. We intend to notify current producers of our intent by May 1 to they have ample time to notify any regular viewers.

The Community Advisory Commission will be decommissioned, pending City Council action. Like the department, the commission's role has changed over the years, including rewriting of the ordinance in 2016. With the winding down of cablecast operations, and initiatives like our Youth Council and Neighborhood Ambassadors providing sounding boards, the role of the commission has become further diminished. We would welcome the involvement of the commissioners in a variety of ways, including serving as Neighborhood Ambassadors, on other city commissions and on event and initiative committees.

Other changes are expected in the months that follow, including:

Hiring a full-time Special Event Assistant. This new position, expected in late 2023, will report to Jillian Miller and be tasked with leading new and existing public programming and management of a new facility at Centennial Park, which is expected to be operational in 2025.

Staff moving to new city hall on Cherry Street. Nick, Jillian and Derek are slated to move to the new civic campus building in the spring of 2024. Micah will remain based at the Community Center to lead and support outreach and equity initiatives there.

While these changes will impact how we work, where we work and what we're called, it will leave untouched the most important things:

Our community-building work. The changes reflect, rather than define, the role the department plays in the community. Outreach, engagement, transparency and explanation remain the core of what we do.

Our culture of collaboration. We value working within the team, across departments, and with external stakeholders to strengthen neighborhoods and the community. Great ideas can come from anywhere, and working together builds buy in and is necessary for success.

The importance of the work we do. Helping member of the community feel connected to each other and the local government builds a more resilient community that feels safe and can solve its problems together.