

Meeting Minutes

DATE/PURPOSE

2017-03-15: Regular Communication Meeting

MEMBERS PRESENT: Jason Reser, Bob Amott, Chris Willig, Sarah Froelich, Marty Boyer, Karl Oberjohn

STAFF and INVITEES PRESENT: Matt Mattone, Karen Oberjohn

MEMBERS ABSENT: Steve Elkins, Andrew Smith, LuAnn Holmes (has stepped down from committee), Stella Snowden (may have stepped down from committee--TBD)

AGENDA

- Approve minutes from prior meetings
 - These were approved with two spelling changes for Andrew and Sarah.
- Tonight's agenda
 - Digital signage report/next steps
 - Website recommendation/next steps
 - Sound/video resources for monthly council meetings
 - Reser, plus Bob to show up early at next meeting.
 - OpenGov
 - Committee web pages/web authors
 - Social media content (who owns and how managed) – TBD
 - Agenda approved.

Added and extended conversation details

- Discussion of OpenGov Utility
 - Lots of things content/features to use on it, but not 100% what to leverage and where to start. Need to recommend an owner of this.
 - TBD—maybe good topic for next meeting to assign an owner.
- Trying to make sound quality better at City Business meetings
 - Karl has purchased equipment and committed to update for better City meetings
 - Sound
 - Bob suggesting that a portable version be implemented and willing to help

- Tap into PA system
 - Tie TBNKY into the PA board from their feed
 - Karen suggests wings in current seating configuration wasn't audible
 - Maybe changing the current seating configuration as an option
- Getting artistic/life style images for the website
- Other committees are wanting to post their content
 - Bob: Policies wanting to share content on the website/ownership – discussed.
 - Sarah: Content quality/editor—willing to edit content
- Discuss newsletter (Sarah)
 - Should we create one?
 - **Late April/early May suggested timeline for next publication suggestion--amended for July TIMELINE (updated on 5/10/17)**
 - Debating who owns content/updates
 - People still like/love the hardcopies
 - Previously discussed: Printed in the office and sent by council meetings—via Steve Elkins
 - The Hub was a quarterly publication
 - Typical newsletter
 - Mayoral note (750 words)
 - Welcome to the community
 - Articles on
 - Gardening/seasonal
 - Activities
 - Advertising
 - Avg 6 pages
 - Don't understand how to put a spread together per Bob A.
 - Recommends standard layout/spread – content not issue—rather layout and timely remittance
 - Poor image possibility of image/branding in
 - Recommend that it should be taken on by subcommittee
- Updates to committee page per Sarah
- Want to talk about survey – Distributed to City

- Location for open records/policies – how accessed?
 - 7:19pm—Matt Mattone leaves ceremoniously with great fanfare
 - 7:40—Karen joins the table with lots of fanfare! Yay!
- Subcommittee reports
 - **Digital sign**
 - Needs to be done setting policies
 - Procedures: Currently floating updates
 - Lt. Webster Updating content currently
 - Mattone/Julie want to figure out how to use
 - Fire Dept TBD for access
 - Content is coming directly to Lt. Webster, not managed currently.
 - Should it come to Communication Committee for approval?
 - Looking for input on policies.
 - Procedures to update on Julie and Matt’s computers—need some simple way to update. Bob has done research with vendor and they need to configure locally on their devices. There are templates and “slideshow” e.g. an array of data that is loaded systemically. Then needs to be transmitted to the author to post. Flexible. Wants to put animations up there at some point, e.g movie and ppt type animations.
 - Karl wants to figure out how to get “low hanging fruit”.
 - Training/updates are happening faster than they want.
 - Suggesting individuals to RTFM.
 - Including manuals and content referenced, which should also have drawings.
 - More per Bob
 - Lt. Webster has manual, training, notes and assembling binder.
 - 100x60 pixels
 - You can build content/slide shows
 - 7-10 seconds
 - Are we keeping log of what is on there? Per Sarah.
 - Best practices, e.g. meetings and length of content
 - File is always rewritten on server for display.
 - Suggestion for submission form on the website for review/approval.
 - **Next steps**
 - Content setting policies & typical best practices (fund raisers?)
 - User: Lt. Webster-> Matt+Julie (training)

- Create training/manual content repository
 - Check with other cities for content policies/non-city
 - Form to be borrowed with authority from Ft. Mitchell, but not stolen or otherwise illegally acquired
 - **Website (discussion)**
 - Sitemap
 - Walking through overview of the content structure of the website/content and sitemap.
 - Suggested addition for business section at the top menu
 - Links to existing businesses
 - Demographic data
 - Distance to airport
 - Schools
 - Median home prices
 - Glassy “brochure” of PH
 - Sell sheet for City
 - Where content for City and content is organized (new residents)—insight from Karen—how to learn about City/potential residents and new. Heard this during the campaign.
 - Basic business info—license, zoning, waste collection, electric, etc.
 - What to do
 - Taxes/Registration
 - Monthly photo contest (covered asset acquisition)
 - Source of pride
 - Current scenes
 - Historic photos
 - Call for old photos
 - Every street have content
 - Do we have a repository of content to place these?
 - Mention during a springtime photo at the caucus meeting/post on FB and next door
 - We all ask personally as well via our personal FB pages.
 - See notes on website hosting recommendations.
 - Walked through outline of recommendations.
- Next steps
 - Digital signage (Led by Bob A)

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 - Form to be borrowed with authority from Ft. Mitchell
- Website (lead by subcommittee)
 - Investigate complete service lines, including email services (Boyer)
 - Approved Squarespace expenditure and process to own (Karl+Jason)
 - Transition period – approved to move forward
 - Hosting: Recommendation is tentatively approved, but we'll not action until implications are understood in relation to other city services and payment/account established.
 - Photo gather/execution: TBD Ideas captured, but not assigned an owner yet.
- Sound/video resources for monthly council meetings
 - Reser+Karl and Bob to show up early at next meeting to improve sound situation.
- Tabled agenda items
 - Best practices around Discussion of OpenGov Utility
 - Social media best practices and ownership
 - Defined committees/subpages and ownership
- Meeting adjourned: 8:50pm

Minutes prepared by: Marty Boyer

Next Meeting – 4/12/17

Minutes Approved by:

	First Name, Last Name
Title (Secretary, Chair, Vice Chair, etc.)	Date