

**Park Hills
Communications Committee Meeting
Minutes 9/29/2016 – PH City BLDG 6:00pm**

1. Call to Order/Attendees: Steve Elkins, Greg Claypool, Mark Cooper, Jason Reser.
2. Agenda overview (agenda at bottom)
3. Approve Minutes from last meeting (????)
4. Announcements – No Discussion
5. Public Comment – No Discussion
6. Old Business
 - a. City Building Computers -No Discussion
 - b. City Building Printer – New printer allows the city to print the newsletter in house
 - c. Everyone on City Email – Council members and mayor are aware they should be using @parkhillsky.net emails.
 - i. Email using Outlook 365 tends to crash-GC
 - ii. Not easy to view an email chain, sometimes the last email sent in a conversation is the only one you see – SE
 - iii. Maybe all council should have city owned/supplied iPads for keeping city business secure and separate from personal business. Reconditioned iPads can go about \$300 –GC
 - d. Website enhancements (see below)
 - e. City Sign Update – Mayor has signed Council’s request. Should mention in newsletter
7. New Business
 - a. Future meetings
 - i. Set up standing quarterly meetings – schedule regular meetings for members and public to plan for and schedule around to increase attendance.
 - ii. Special meetings can be called as required
 - b. Newsletter
 - i. Fall 2016 Edition-
 - List of potential topics attached
 - Create unified page layout
 - should we discuss the possible Berling development on Audubon or will our info be outdated by the time we go to publish?
 - Maybe discuss more settled items like Gateway Property and Devou Clubhouse.
 - create email list for those who would like to receive email via newsletter.

-maybe sell small advertisements to cover the cost of the Newsletter and help local business.

-develop way to create mail merge system to put addresses directly on printed copies, and set up secure online way to opt-in or out of list and delivery method.

-provide Julie with handout directing [new] residents to the website to signup whenever they come in to pay license fees, and provide at events like Halloweenie. Use QR Code.

-mention leaf collection signup, not free but Dan does come around for a reasonable price.

-finalize newsletter next week/ Steve will send out reminder

- c. Website revamp
 - i. Website polling?
 - ii. Website rolling banner?
- d. How do we communicate to our citizens?

- i. Website
- ii. Door to Door—street captains?

- iii. Facebook
 1. -who runs the current facebook listed on the city website? The city should do have control of whichever one we use so we don’t get in trouble with freedom of speech issues as well as being able to control the content of messaging-JR

- iv. New Digital sign
 1. should go through vetting process for content, maybe create process with Mr. McMurtry and create judgement process for what can go up on digital marquee sign, facebook, etc.
- v. Other thoughts?
 - Selling advertising for newsletter to offset cost.

e. What do we communicate? What do our citizens want to hear/see?

-could we have opt-in alerts for hot topics,(zoning, development, etc?)

-maybe list what streets are finished

-might not be great idea to do up & coming as sometimes there could be delay or issue that prevents a project from happening right away

8. Adjournment.

Newsletter Topics

- Letter from the Mayor
- Update on City Finances - something simple and easy to understand "how we're doing"
- Civic Association Insert
- Update on the new street proposed??
- Halloween hours
- Christmas in the Park
- Auto Tag reminder
- Tax payments
- Devou Clubhouse update
 - perhaps adding a rendering of the final product
- Fall/Winter Prep notices
 - Leaf collection and management
 - Snow emergencies
- Fire Dept Update
 - recent increase in volunteers
- Police Dept Update
 - note that our staff had body cameras long before most departments in the area ??
- Parks and Beautification Update
 - perhaps asking for anyone interested in helping
- Digital Sign update
- Site for Future meetings
- Mark is going to check with Notre Dame and Cov Cath to see if there is any interest in a student article (contest?)
- Let's discuss distribution as I know some in the city prefer this to be emailed but I don't want an unnecessary labor burden on Julie or anyone to sort that out