

**City of Park Hills Communications Committee
Minutes for Wednesday, February 13, 2019
City Building, 2nd Floor**

Chair: Sarah Froelich **Co-Chair:** Wesley Deters
Members present: Sarah Froelich, Wesley Deters
Members absent: Bob Amott, Chris Willig
Guest: Mark Cooper

Meeting convened at 7 PM.

1. Vision and Mission Review

Vision: A timely and consistent flow of information from the government of Park Hills

Mission: Connecting Park Hills through open communication, engaging conversation, and relevant information.

***Recommendation:** Ms. Deters suggested revising the term “open communication” in the mission statement.*

2. Budget review

Total Budget: \$1500

Spent so far: \$800.66

December newsletter printing and mailing cost = \$415.20

Remaining \$699.34 to get us through newsletter mailings we have ‘til July 1

Everyone agreed that the budget looks appropriate for funding the newsletter.

3. Newsletter

a. Number of Issues for 2019

Everyone agrees that three issues is the right number.

b. Publication Process

Ms. Froelich reviewed the process established over the last couple of years:

Article submission >

2 weeks for editing >

1 week for layout >

1 week for mailing >

Arrives in residents’ mailboxes

c. Suggested Deadline and Publication Dates

Recommendation: Ms. Froelich suggested the following timeline, based on scheduled Civic Association events and time for committee preparation and submission announcements:

May 4 issue > Article submission deadline April 6

August 10 issue > Article submission deadline July 13

November 30 issue > Article submission deadline November 2

d. Role Review

Roles need to be confirmed. With our current committee, these are the proposed roles we have for the newsletter.

Editor: Chris Willig

Layout: Bob Amott

Ms. Froelich is working on identifying an additional editor and getting Mayor Zembrod's approval for this. Everyone talked about how important it is to have a great editor and also that it's best if the editor is not a member of council.

e. Article Submission Promotion

We talked about how we want to study how we're promoting article collection. Currently we share the deadline in council meetings.

Recommendation: Send a call for submissions to residents using the city email list.

f. Topic Ideas

- Reach out to Dr. Koehl and the Sisters of Notre Dame to see if they'd like to share an article about upcoming changes at SND.
- Consider small business stories, especially those highlighting successes, perhaps like resident Ron Gerdes and his co-founded and award-winning [Mortal Ski Company](#).
- Find out more about whether there's an existing senior group meeting—if there is, reach out to them.

g. Classifieds and Advertising Ideas

- City businesses
- Nearby businesses related to residents
- Home improvement listings
- Babysitting or dog sitting

4. Website

Ms. Froelich asked everyone to review the website for the next committee meeting.

Recommendation: *Everyone likes the idea of taking new headshots for city officials and employees, including a group shot of FD. Ms. Froelich suggested that Liz St. Onge might be a good person to take the photos.*

5. Social

When you search for Park Hills on Facebook, currently two community listings show up. Former mayor Matt Mattone administers one. The other is supposed to be administered by the city.

Recommendations: *Clarify who the administrators are for the city Facebook page, update the page with the following:*

Name: City of Park Hills

Page type: City

Handle: @parkhillsky

Meeting adjourned at 8:45 PM.

Proposed Next Steps

- Share recommendations at next City Council Business Meeting.
- Gather suggestions from the committee for new word(s) to replace “open communication.”
- Finalize newsletter roles.
- Review printing charges with Julie.
- Review mailing options with Julie.
- For classifieds or ads, draft a plan for pricing, promotion, and layout—find some references to compare pricing and layout, think about collaborating with the Economic Development Committee to promote.
- Discuss electronic newsletter mailing.
- Review city website, looking for change and update suggestions.
- Draft a website plan, including a plan to make sure design is being managed.
- Identify page admins for Facebook page and draft a social plan.
- Consider creating a Twitter or Instagram account for the city.