

City of Park Hills Communications Committee

Minutes for Wednesday, March 13, 2019

City Building, 2nd Floor

Chair: Sarah Froelich Co-Chair: Wesley Deters

Members present: Sarah Froelich, Chris Willig, Mark Cooper

Members absent: Wesley Deters, Bob Amott

Meeting convened at 7:05 PM.

1. Mission update—change open communication?

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

Recommendation

Follow up on this at our next meeting

2. City newsletter

Process review

Article submission > Due April 6

- Ms. Froelich will announce the submission deadline at the city caucus meeting and ask committees, chiefs, boards, council, etc. for submissions by email. She'll also ask the civic association if they are sending an email before April 1.

2 weeks for editing > Chris is on board for editing

Within this time,

- Edit and share revisions with original writers from 4/6 to 4/16
- Share final drafts with all of council from 4/17 to 4/20

1 week for layout >

- Any late changes from council can be during this time.
- Ms. Froelich proposed working with Katheran Wasson on layout, if Kathy and Bob Amott agree.

1 week for mailing >

- Mr. Cooper agrees to organize the mailer for the best delivery, possibly separating by route, and drop off the newsletter to the post office. He will ask the post office for a house count per route and help label the routes.

Arrives in residents' mailboxes

Review schedule

May 4 issue > Article submission deadline April 6

August 10 issue > Article submission deadline July 13

November 30 issue > Article submission deadline November 2

Update

Per Melissa Willig, who leads Christmas in the Park, the event will take place December 22, so the winter newsletter issue has the correct timing.

3. Website review

Recommendations

- Ms. Froelich will reach out to the city clerk to:
 - Remove extra column on the home page
 - Move home option back to the top horizontal menu
- Group likes the idea of adding an article submission page to the website—look into using Survey Monkey to do this

Headshots for city staff and officials

- Ms. Froelich emailed Liz St. Onge and she's not available to help us with this at this time.
- Mr. Willig might have a resource as well.

4. Social

The current city Facebook page is:

<https://www.facebook.com/parkhillscitygovernment/>

Recommendations

Update the Facebook page with the following:

- Name: City of Park Hills, Kentucky
- Page type: change from Government Organization to City
- Handle: @parkhillsky
- Logo: change to green city logo
- About: write a description

Ms. Froelich will ask Council Member Spoor who Mr. Lawson is and see if we can reach out to him and ask if he'd be willing to give his community page to the city.

Review security issues for the page (posting, making suggestions, admins, verification parameters).

Meeting adjourned at 8:35 PM.

Proposed Next Steps

- Share recommendations at next City Council Business Meeting.
- Discuss new word(s) to replace “open communication” in the next committee meeting
- 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 (ongoing).
- Draft a website plan, including a plan to make sure the design is being managed.
- Draft a social plan that includes admin suggestions.
- Consider expanding social capabilities for the city.
- Consider expanding on branding for the city.