

City of Park Hills Communications Committee

Minutes for Wednesday, April 10, 2019

City Building, 2nd Floor

Chair: Sarah Froelich Co-Chair: Wesley Deters

Members present: Sarah Froelich, Chris Willig, Bob Amott, Mark Cooper

Members absent: Wesley Deters

Meeting convened at 7:03 PM.

1. Mission statement has been approved.
2. Facebook page

- Committee recommends adding the following description to the page:

Nestled in the rolling hills of northern Kentucky, Park Hills is a tranquil and park-like setting with an active and close-knit community. Residents and business owners take pride in great civic features: Green spaces, historic homes, and local events. Impressive proximity to downtown Covington and Cincinnati—as well as all the great outdoor amenities of Devou Park—make Park Hills one of the most convenient places to live. Come see for yourself why Park Hills is truly a hidden gem.

- Question about why the page isn't searchable.
- Recommend promoting the page—ask everyone to like and share: facebook.com/parkhillscitygovernment.
- List the Facebook page in the newsletter—recommend adding an article about it in future newsletters.

3. Website

- Following up on items to update on the website. No one had anything new to add.
- Mr. Willig stated that he thinks the chair of the communications committee should have admin access to both the website and the Facebook page.

4. Newsletter

Discussion based on Mr. Cooper's email about wanting to review paper copies of newsletter content. Ms. Froelich and Mr. Willig explained that

working on hard copies is not ideal and that working digitally is better for this process. Ms. Froelich listed all of the places and times the submission request was shared:

- Announced the deadline at the last three council meetings.
- Emailed all of the committees, council members, and departments on 3/26.
- Posted a call for submissions on Nextdoor on 3/28.

Process review: Note that the editorial step was in progress at the time of this meeting. Here's a recap of the process.

Article submission > Due April 6 (already complete)

2 weeks for editing >

- Edit and share revisions with original writers
- Share final drafts with all of council
- Mr. Cooper asked to add time for committee review before the drafts go back to the original writers.

1 week for layout >

1 week for mailing >

Arrives in residents' mailboxes

Meeting adjourned at 8:32 PM.

Proposed Next Steps

- Content development will be the topic of our next meeting.
- Share recommendations at next City Council Business Meeting.
- Review city website.
- 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.