

## City of Park Hills Communications Committee

Minutes for Wednesday, May 15, 2019

City Building, 2nd Floor

Chair: Sarah Froelich Co-Chair: Wesley Deters

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

Guest: Karen Oberjohn

### Meeting convened at 7:01 PM.

#### 1. Newsletter process for the next issue

Article submission >

- **July 1**, submissions due
- Sarah will add submissions to the Google drive as they come in.

Editing >

- **July 1 through July 8**, committee review
- **July 9 through July 14**, editorial review
- **July 15**, share revised articles with original writers and committee
- **July 19**, share final drafts with council

Layout >

- **July 25**, submit for layout

Printing and mailing >

- **August 1**, begin printing
- **August 5 and 6**, see if we can get volunteers to tab and organize for mailing
- **August 6**, take to post office

Goal: Arrives in residents' mailboxes **August 10**

We want to share the articles from the newsletter individually on the FB page.

Mr. Willig will reach out to Covington Catholic and Notre Dame Academy to see if they have any students interested in participating in our newsletter process (writing/production) for service hours in the fall.

### Recommendations:

- Call for submissions – due July 1.

- See if Julie has suggestions for folks who might volunteer to help with prepping the newsletter for mailing. If not, send out a call for volunteers. (August 5 and 6, approximately)

## 2. Newsletter content ideas

Mr. Cooper will reach out to Dr. Claypool or Paul Tenkotte for an article about restaurant row.

Mr. Amott will reach out to the police and fire departments, and local businesses. He knows of two businesses that might be interested in contributing an article.

Ms. Deters will contribute an article about athletics—she'll reach out to a head coach from a youth football group.

Mr. Willig will work on getting an excerpt from the future Park Hills history book.

## 3. Advertising prices

Committee wants to continue with the \$20 price for business card-sized ads. This \$20 fee also applies for minors who want to place ads (for babysitting ads, for example.) Ms. Froelich will inquire with council about whether it's appropriate to have a sponsor for the printing and mailing of an issue of the newsletter.

### **Recommendations**

- Newsletter ads are \$20 each for business card-sized ads.

## 4. Website review

Reserved for next meeting. Ms. Deters took the printout of the website home for review.

**Meeting adjourned at 8:33 PM.**

### **Proposed Next Steps**

- Website review 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.