

City of Park Hills Communications Committee

Minutes for Wednesday, August 21, 2019

City Building, 2nd Floor

Chair: Sarah Froelich **Co-Chair:** Wesley Deters

Members present: Sarah Froelich, Chris Willig

Members absent: Wesley Deters, Bob Amott, Mark Cooper

Meeting convened at 7:05 PM.

Since we didn't have a quorum, Mr. Willig and Ms. Froelich discussed the following topics.

Some areas to consider exploring further before the end of this year:

- A social strategy that includes videos for Facebook and Instagram.
- Aggregating key information and top posts into a digital newsletter that goes out with a letter from the mayor two or three times per year.

Mr. Willig and Ms. Froelich also discussed moving away from the printed version of the newsletter to a digital communication strategy with a thoughtful transition that includes:

- Cost analysis for e-newsletters with Constant Contact or MailChimp.
- Informing residents about changes via a postcard or letter.
- Email address collection via a web page or canvassing, then adding them to Lt. Webster's email list.
- Making it possible for some residents to receive a paper copy of the newsletter if they require one via hand delivery.

Meeting adjourned at 8:06 PM.

Proposed Next Steps

- Continue website review at the next committee meeting.
- 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.

If anything in these meeting notes does not coincide with your interpretation or recollection of the events, please contact the author at your earliest convenience.

Sarah Froelich

cc: All Present, committee, File