

**CITY OF BRENTWOOD, MISSOURI
COMMUNICATIONS COMMITTEE MEETING
MARCH 3, 2016**

Chairman Coulter called the Communications Committee Meeting to order at 9:15 am.

ROLL CALL

Lori Coulter (Resident) – Present
Dan Duffy (Resident) – Present
Alderman Lochmoeller – Present

Also present were: City Clerk/Administrator Bola Akande, Public Relations Coordinator Susan Cacioppo, Parks Director Eric Gruenenfelder and Deputy City Clerk Octavia Pittman.

APPROVAL OF MINUTES

Motion was made by Committee Member Duffy and seconded by Alderman Lochmoeller to approve the meeting minutes of October 1, 2015. Unanimous vote in favor taken; **MOTION PASSED.**

PUBLIC COMMENT

Mayor Thornton was in attendance and offered comments regarding his rationale for requesting that the city accept proposals to record all meetings of the board and committees. This step should allow more transparency to citizens by allowing more access to information being discussed. If after a year or so, it is determined that the videos aren't being watched we can scale back.

COMMENTS BY COMMITTEE MEMBERS

None

CHAIRMAN'S COMMENTS

None

BID SELECTION

RFP – Video Production Services

A request for proposals was issued in the fall for video recording and production services for all meetings of the board and committees. Responses were received from Avatar Studios (\$50,714 annually) and Bluff City Productions (\$42,247.50 annually); both proposals also included sample videos. Bluff City is the current vendor. Discussions were held regarding a comparison of the proposals, the quality of the videos and the capabilities of the 2 companies. As all meetings are not held in the chambers, the vendor must have the capability to be flexible with their equipment and the city is also considering the need to update its equipment in the council chambers. The city currently utilizes recording for Board of Alderman meetings and select committee meeting, however with this, all meetings would be recorded and the cost could potentially be impacted because the length of each meeting varies. Ideas were suggested to have the video linked to the agenda and the possibility to perform scripting or recording some of the city's other events on occasion and to consider choosing a vendor with the ability to maintain the city's vision of growth. Staff is being asked to clarify proposals for the next meeting; how long the segments take, the cost for special events, any charges for additional equipment, etc.

UNFINISHED BUSINESS

Discussion on Social Media Policy

Staff has conducted some research and drafted a sheet of information that could be shared with the Board of Aldermen and appointed members to different committees as guidelines for the engagement of the public through social media. It was suggested that this draft is considered as best practices and that the message should be clarified that they represent their positions but their opinions are not that of the city but their own. Discussions were held regarding social media training programs and suggestions that it should be a part of member orientation. Staff will submit this as a topic for the monthly training conducted by Cunningham, Vogel, & Rost. A motion was made by Chairman Coulter to accept the best practices with edits. Motion seconded by Alderman Lochmoeller. Unanimous vote in favor taken; **MOTION PASSED.**

Presentation on City Website Analytics

Susan Cacioppo explained the reports generated by the city's website which shows the amount of visits, users and interests and also by pages and devices. There were 184,874 visits in 2015, an increase from the previous year. Statistics also reveal that the ice arena and parks department or sporting engagement updates continue to lead the visited departments. Discussions were held of the need for a communications strategy to move forward.

It was announced that the amount of staff time needed to provide updates to the city's social media outlets, press releases and so forth are continuously increasing. A customer services manager position was included in the 2016 proposed budget to assist with media relations; however was removed by the Board of Aldermen. There were talks of the importance of such a position and the need to explore further in hopes to reintroduce it to the Board.

Parks & Recreation Department Social Media Update

Director Gruenenfelder announced that parks staff has dedicated time for posting to social media weekly. They are beginning to post videos of different activities which are becoming increasingly popular. They are noticing an increase in viewership, shares and feeds. Parks staff is also being challenged to create posts with videos regarding the ice rink and different events to increase viewers.

Suggestions were made of creating a check in challenge on facebook where people would check to different events and classes at parks and recreation for chances to win different prizes at local businesses or scholarships for classes offered.

NEW BUSINESS

None

ADJOURNMENT

Motion was made by Chairman Coulter and seconded by Committee Member Duffy to adjourn the meeting at 10:46 am. Unanimous vote in favor taken; **MOTION PASSED.**

Approved as submitted on the 7th day of April, 2016.

Attest:

Bola Akande, City Clerk/Administrator