



COMMUNICATIONS & OUTREACH COMMITTEE

APRIL 28, 2017

In attendance: Charlie Wild, Chair; Charles Howley; Chad Isakson; Sarah Lloyd; Georgina Stanley; and Nate Will

Minutes taken by: Pat Schutrop, Chapter Assistant

1. Review February 24, 2017 Meeting Minutes

Review of action items:

- The Executive Committee decided that only Platinum and Gold sponsors' information will be retweeted at this time. Nothing formal will be published as a sponsor benefit this year. They will review again in 2018.
- Kristin Asher will be the point person for submitting articles on the Chapter initiatives (such as advocacy, etc.) targeting on a quarterly basis.
ACTION: Charlie and Pat will work on putting together some examples to send to Kristin from a communications and social media standpoint.
- Social media – still struggling to get content from Chapter members. Lydia is suggesting committee members reach out to five people that we know are not participating in social media and try to get them to at least sign up to the LinkedIn group (currently, at 50). Committee members can try to get content from them at least on a quarterly basis to continue to generate content to send out.
- Researching APWA National's website for information on how to bring recognition to chapters. Pat found a "how to" guide on special events and activities to provide opportunities to interact with the community outside the daily work environment.
ACTION: Pat will forward the information to the committee to review and discuss at the next meeting and develop an action plan on how to leverage the information.

2. 2017 Committee Calendar Review

a. Update of 2017 Content

i. Sponsor articles – Kristin Asher inquiry

- Feed My Starving Children – need article
- Spring Conference – Sue Mason will write the article
- Public Works Week – in the past, have included information from what cities or organizations are doing to highlight public works week
- Awards – Sarah Lloyd will write the article summary
- Service Project Recap – Chris Petree
ACTION: Who will contact Chris?

POST MEETING NOTE: Chris Petree needed to leave the conference early and did not attend the service project. Identify alternative contact to write the article.

ii. Sponsor article criteria

One of the benefits of sponsorship is posting articles to the website. Sponsors can submit articles at any time; however, this benefit is not widely used. One of the reasons for that might be the sponsor's communications person is not in the loop and not aware

of the benefit. The committee discussed what is acceptable and what is unacceptable content for sponsors to submit. Appropriate articles would be project-related, new ideas, Chapter award winners, etc. Unacceptable content are news releases, such as product announcements, staff changes, selling products or services, etc.

ACTION: Pat will add another sponsor contact sheet to the 2017 Internal Calendar spreadsheet. She will also poll the sponsors for media contact information to add to the spreadsheet and share on Google docs for the committee to view.

ACTION: Pat will rework the article guidelines for the committee to review and to forward to the sponsors' communications contact.

ACTION: Add guidelines to the "How to Become a Sponsor" page.

ACTION: Charlie will send out the links to the Google drive to the committee members.

ACTION: Sarah Lloyd will post National award winner articles leading up to the 2017 PWX in late August. Sarah will post two write-ups a month (personnel/project of the year winner).

iii. Chapter Photographer.

The committee discussed the need for a photographer to take photos during the Fall Conference. This is a volunteer opportunity and is advertised on the Chapter's Volunteer page. Georgina said SRF has a photographer they pay to take photos and may be someone the Chapter could consider as a possibility for the Fall Conference.

ACTION: Ask Lydia to send out a tweet to members requesting volunteer to take photos at the Spring Conference.

ACTION: Think about purchasing a camera for Chapter use.

ACTION: If someone has not volunteered to be a Chapter photographer, discuss identifying a photographer for the Fall Conference as the conference approaches.

iv. Sponsor article and social media posts should be sent to: communications@apwa-mn.org, socialmedia@apwa-mn.org, or admin@apwa-mn.org.

b. Calendar planning – new content twice a month

If content comes in as planned, consider the life span of an article to be three weeks.

3. Website and Social Media

a. Website analytics

i. Review options for future meetings

b. Social media review

4. EC Committee Update

a. PayPal

The Executive Committee officers discussed changing the primary contact on the PayPal account at its recent conference call. Lee Gustafson is checking with APWA National about rules and procedures for using the account and who can be named on the account. He will prepare a recommendation for the officers to consider.

b. Website refresh 2018/19

At the April 12 Executive Committee meeting, Charlie requested during the next budget cycle, to consider adding \$5,000 to \$6,000 to refresh the website. The site is almost 5 years old. A more intensive overhaul will be considered in five years. In the meantime, the Communications team will start looking at content and elements to jazz up the appearance. At Charlie's request, Adapta made a media improvement by adding the capability of embedding YouTube videos on the website. Sponsors can submit 3- to 7-minute videos in place of articles.