

Public Relations Advisory Action Committee

January 11, 2024

Dunedin City Hall

1. Meeting was called to order at 7:30 am by Cyndi Raskin-Schmitt, *Chair* and quorum was confirmed.

a. Member Attendees: Cyndi Raskin-Schmitt, *Chair*; Joe Statile, *Vice Chair*; Gina Kline, *Secretary*; Eric Keaton; Rosemary O’Hara

b. Absent: Anne Mette Bokneberg, *Members*

c. City of Dunedin: Maureen ‘Moe’ Freaney, *Vice Mayor*; Sue Burness, *Director of Communications*; Antonella Nakfour, *Public Information/Social Media Specialist*; Brooke Nolan *Multimedia Public Information Coordinator*; Fallia Gregory, *Website and Digital Coordinator*

d. Guest: Nancy Goode; Tia Lawton; Alisha Harrison

2. Introductions of attendees, overview of the role of the Team and the purpose of the committee

2. November 2023 Minutes were approved.

a. Note: December meeting was canceled so there are no minutes to approve

3. Committee Updates

a. The cadence of this committee meeting will shift from monthly to bi-monthly. Next meeting will be March 2024

a. Discussion across the committee members and all agreed to the change

b. Elections conducted and will be effective as of the next meeting (March 2024)

a. Secretary: Rosemary O’Hara

a. Motioned by Gina Kline, seconded by Joe Statile

b. Chair: Gina Kline

a. Motioned by Rosemary O’Hara, seconded by Eric Keaton

c. Vice Chair: Cyndi Raskin-Schmitt

a. Motioned by Joe Statile, seconded by Gina Kline

c. Committee has one open position

a. Three applicants were invited and attended today's meeting to better understand the role of the committee and will share their interest at end of meeting at which time the committee will vote on their recommendation

4. Communications updates were shared.

a. Antonella presented City of Dunedin social media analytics 2023 end of year recap

a. Facebook reach growth of 132% in 2023 vs. 2022

- i. Popular post was the don't flush wipes post
- ii. 2023 included more post (almost 500)

b. Instagram

- i. Followers continue to increase
- ii. Reels and video are at the top of engagement

c. YouTube

- i. Triple views in 2023 vs 2022
- ii. Shorts best format on video and helped find new followers

d. Newsletter

- i. Primary communication, encourage those to sign-up
- ii. Now over 9k subscribers
- iii. Micro-newsletter are activated. List segmentation to enable other departments to use, such as Parks and Recreation, as well as creation of neighborhood communications (list opt-in collected at live meeting sign-up sheets) for important communications and alerts
  - 1. Discussion on how to know neighborhood to further segment list. Committee suggestions included a location selection during newsletter sign-up/opt-in

b. Fallia shared website updates

- a. New website launched and everything has been transferred over
- b. Top pages include homepage and city calendar
- c. Improvement seen in 'page not found' page, down 50% decrease from October to December, and continues to decline
- d. Devices accessing the website are nearly 60% mobile so important they continue to make sure the site and content are responsive to mobile devices
- e. New updates include online permitting launching soon as well as optimizing site to include a convert link click to new tabs

c. Sue shared general updates for the communications department

- a. Branding refresh in progress. Next steps include brand positioning, taglines, etc. More updates to be shared in next meeting
- b. Recent topics in community include EV charging, golf cart permitting, etc.
  - i. Reminder if see post that are being shared and comments, please share
- c. Save the date – State of the City at City Hall: February 29 5:30pm-7pm

5. Open discussion on what the committee is hearing in our community
  - a. Noise ordinance posts
  - b. Communication channels about closures, example Beltrees
    - i. Rosemary requested more channels to communicate to residents, specifically to the older demographics, to ensure they are receiving the information
      1. Referenced Dunedin Daily, formerly the Patch, shares daily information
  - c. Encouragement of all committee members to sign-up for Dunedin News as it is the primary source of information and to share this resource with fellow residents. Flyers with this information were also provided.
6. Committee voted on recommendation to fill the open committee position
  - a. Consensus for Tia Lawton
  - b. Committee recommends adding alternate position(s) to committee charter as for candidates who can engage and be ready to fill future open positions. If updated, committee recommends alternates Alisa Harrison and Nancy Goode

Meeting Closure: Adjourned 9:00am, Next meeting date: March 14, 2024