

## Public Relations Advisory Action Committee

Meeting minutes

March 14, 2024

1. Meeting was called to order at 7:33 am by Gina Kline, *chair*. Quorum was confirmed.

\* Member attendees: Anne Mette Bokneberg; Eric Keaton; Cyndi Raskin-Schmitt, *co-chair*; and Rosemary O'Hara, *secretary*. Absent: Joe Statile.

\* Guest: Tia Lawton, whom the board last month selected to fill its vacant seat, but who awaits approval by city commission.

\* City staff: Sue Burness, *Director of Communications*; Antonella Nakfour, *Public Information/Social Media Specialist*; Brooke Nolan, *Multimedia Public Information Coordinator*; Fallia Gregory, *Website and Digital Coordinator*

2. January minutes were approved. Motion by Eric, seconded by Anne Mette, unanimous vote.

3. Communications update:

\* Sue Burness said she explored the committee's request to add two other committee applicants as alternates because we sometimes have difficulty convening a quorum. She learned the city charter must be updated to allow this. The charter is scheduled to be updated in April 2025. At that time, our chair will be asked to go before commission with any recommendations. We agreed to ask for a charter change that would allow alternates.

\* The first State of City event was held Feb. 29 in the new city hall. Close to 200 people attended. Nothing but good comments were heard. We similarly offered our kudos for the event, the food, the media production, the drone shots, the script, the vibe.

\* Social media updates:

Facebook followers grew by 305 since our meeting two months ago, with 18,467 engaged people. Top posts: Wastewater, Southern Living article and Mardi Gras recap.

X attracted 35 new followers, when it usually gets about 15 per month. Now have 4,957 followers. Other cities are seeing a decline since became X. Short videos are driving audience. "Flushable wipes" was the top reel.

Instagram was up 285 followers, to 11,098. Largest segment is aged 35-44.

YouTube was up 43, when usually about 20. It had 22,800 views.

LinkedIn gained 77 followers, compared to 10 usually. Now at 2,088. On LinkedIn, people don't care for videos, it's all about posts.

Now able to ~~post on~~[track metrics/sentiment on](#) Nextdoor. Made 12 posts. Can target neighborhoods.

Now have ~~489~~,000-plus subscriptions to Dunedin News. Open rate was 49 percent, which is very good. Top items: road closure, getting around Dunedin and Hope Spot festival. Generally have a 7-15 percent click-through rate. 15 is very high.

The five-month-old website is going gangbusters. It saw a 27 percent increase in users, with 57,000 users. Its top landing spots: 1. Home Page. 2. Mardi Gras parade. 3. City Calendar. People aged 55-64 are top users. Updates to the "Projects" pages are keeping staff busy, including a valuable new Interactive page that answers the question: "What's going on there?" A project makes the map if the city has a related infrastructure role. We applauded the staff for being proactive in communicating with other departments to get needed information and make the map easier to absorb by everyday folks.

4. Updates. We learned:

\* We were disappointed to learn that Craig ~~Waters~~-Wilson has left as city arborist.

\* A program called Archive Social captures everything on social media, including what's been deleted. The city deleted a Facebook post about the palm tree in front of The Living Room after trying to respond to misinformation. We asked about deleting posts. Sue said the city's social media policy needs an update. She said she'd bring it to us when it's cleaned up.

\* An event makes the city calendar — and promotion by the city — if it's city-sponsored or on city property. But the city will share an event on its platforms, mainly Instagram, if someone tags it. But because of best practices, the city limits Facebook posts to no more than three a day.

\* The city's branding update is in phase three. On Thursday, April 4, Steve Chandler will show people who participated in the focus groups — and others — the brand message, the research, the five brand pillars, a little of the creative and campaign directions.

Meeting adjourned at 8:48 a.m.