



City of Huntington Woods
Communication Committee
February 18, 2020
Minutes

The meeting called to order at 7 p.m.

Present: Erin Walker, Jeff Samoray, Chera Reid, Ilene Cantor, Amy Sullivan

Excused: Lauren Willens, David Welch, Will Butler, Lynne Golodner

Amy Sullivan presented the Communication Audit compiled by the City's communication consultant, Your: People.

The Committee noted there were pros and cons to hiring one person to handle all the social media for the city or keep it within each department because the target audiences might be different.

Ilene suggested the city consider an app so residents don't have to go through Safari to get to the City's website. Amy will ask Lynne to look for other cities that have apps that aren't just apps for reporting issues. Could push notifications be used to send out important information?

On the website, the Committee wanted to know if we can determine which pages have the most traffic. Amy will contact the website provider.

The Committee discussed creating a survey to collect data. There was discussion on whether to use it as a marketing tool to measure the perception of the city and quality of services, or focus on communication efforts.

Regarding the blog idea, the Committee wanted to explore further what the benefit would be. Amy said she would talk to Commissioner Olsman about it more.

The audit recommendations there were consensus around was:

- Hiring a manager for communications if it was affordable
- Strengthening relationship with other media outlets
- Survey residents on communication efforts
- Is there a resident that can act as a storyteller for the city?

The Committee noted that the upcoming Master Plan update was a big opportunity to make sure communication efforts were comprehensive.

Possible next steps are to prepare a survey and decide how to distribute it. Ask residents how they prefer to receive information from the city? What kind of information is important? How engaged are you in the city? Do you feel connected to the city?

Amy said she would ask Lynne if she kind locate communication surveys to find possible questions.

The meeting was adjourned at 8 p.m.