

City of Huntington Woods
Communication Committee
January 19, 2021
Minutes

The remote meeting called to order at 7:02 p.m.

Present: Chera Reid, Will Butler, Lauren Willens, Krista Jahnke, Sue Tanner, Lynne Golodner, Amy Sullivan.

Absent: Ilene Cantor, David Welch

Amy introduced the two new members of the Committee – Sue Tanner and Krista Jahnke.

There were no changes to the agenda and the December minutes were approved as written.

Public participation – None.

The Committee viewed a demonstration from the app platform – GoGov. Following the demonstration, there was a discussion about the 3 different app platforms. The favorite was MyCivic because of its enhanced functionality. However, the two newer committee members weren't able to view the demos that were presented before they were appointed to the Committee. Amy will send the YouTube link of that meeting to them so they can familiarize themselves with the other two apps.

The Committee noted the preferred platform was more expensive on an annual basis and had a set-up charge that the other two platforms did not have. Amy suggested that the Committee consider what new or enhanced services this app could provide to help the City assess if there was value in providing an app. She will send a list to the Committee members on other cities that use the MyCivic app so they can look at the functionality and new ways of communicating with residents.

The Committee considered whether a new, updated website would negate the need for an app. Amy said that the website has been updated and staff is being trained this week so it should go live shortly. She will provide a link so the Committee can get a sneak peek at the new website. The City is also creating a new position for a Community Engagement Officer. Amy will provide the job ad to the Committee so it can be widely shared.

Amy asked the members of the public if they had comments on the discussion. Gail Linden said that non-digital communication was very effective, for instance using the signs in the parks and the sandwich board sign in front of the Recreation Center and

encouraged they be used more. Also, the “Cup of Joe” event with Commissioner Rozell could be adapted to a remote meeting format because it was informative. Sue Tanner thought it was important to continue printing and mailing hard copies of the Hometown Herald and 60+ Crowd once the pandemic is over and regular services and programs resume. Being a new resident to the City, she thought there was value in a “welcome wagon” initiative. Sue said that while the City is providing services remotely, it is very important for City staff to understand and be able to explain how the different digital offerings work, i.e., Kanopy at the Library, so residents can take full advantage of them. Lastly, with regard to the new website, is it possible to add Recreation and Library events to it and not just meetings? Being aware of all the city events is a task so maybe this is something that the new communications position could take on.

Prior the meeting concluding, the members in attendance did a short introduction and said why they were interested in serving on the Committee.

The meeting was adjourned at 8:41 p.m.