



MINUTES OF THE WORKSHOP MEETING OF THE CITY COUNCIL OF THE CITY OF MEADOWS PLACE, TEXAS HELD ON TUESDAY, AUGUST 2, 2022, AT 5:30 P.M., AT THE MEADOWS PLACE EOC/TRAINING CENTER, 11975 W AIRPORT BLVD. MEADOWS PLACE, TEXAS 77477.

A. Call to order and announce a quorum is present.

The meeting was called to order by Mayor, Charles D. Jessup IV, at 5:31 p.m. with the following present.

Mayor, Charles D. Jessup, IV
Tia Baker, Alderman
Kurt Kopczynski, Alderman

David Mertins, Alderman
Rick J. Staigle, Alderman (Arrived at 5:33 p.m.)
Kelle Mills, Alderman (Arrived at 5:33 p.m.)

Nick Haby, City Administrator

Courtney Rutherford, City Secretary

The following staff were also in attendance: Police Chief, Gary Stewart; Public Works Director, Rod Hainey; and Communications Director, Cameron Miller

B. Discussion regarding Communications Process.

Mayor Jessup thanked Council for funding the Communications Director position. He stated that they City's social media and website has improved a great deal since Mr. Miller was hired.

City Administrator, Nick Haby, stated that Mr. Miller has a presentation for Council regarding the progress since he began working. He also stated that one of the biggest decisions is how Council wants to govern this position and how information is to be shared on social media. He stated that the purpose of this meeting is to help set a process for getting information to the Communications Director and what and how it is posted or shared.

Mr. Miller shared analytics for City's website, Facebook, and Instagram. He shared the top 10 visited pages on the website. He has been visiting every page and looking for out of date information and links that are not working.

He stated that Facebook has engagement has gone up 147% since he was hired. He then reviewed the top 10 visited posts on the city's Facebook page.

Mr. Miller then reviewed the analytics for the City's Instagram account. Instagram reach has gone up 100%. He then briefly reviewed the posts and videos that have been viewed most.

Ms. Rutherford shared that he also been helpful to staff in creating flyers, QR codes for

online services, and updating information on the city's website.

Alderman Mertins stated that he appreciates how well Mr. Miller monitors social media and responds.

Alderman Baker stated that she appreciates Mr. Miller being available even when he is not in the office.

Alderman Kopczynski asked if Mr. Miller is the Public Information Officer for the city. Chief Stewart stated that he is very knowledgeable, and they are setting him up for training.

Council and staff then briefly discussed how to handle communications in the future. There was discussion regarding Council going to the City Administrator with ideas for social media and then the City Administrator and Communications Director work on putting something together. Council discussed holding quarterly workshops with ideas they want to share or promote on social media. There was discussion regarding a 12-month calendar with reoccurring topics to address. Alderman Mertins stated that he wants to make sure they allow enough time to get the information out to the public.

Alderman Kopczynski stated that he would like to see more post from the Police Department, for example a post regarding a large arrest in the City. Alderman Baker suggests PD Spotlight posts.

Chief Stewart stated that Mr. Miller has been working with him and there have been more Police related posts. There was discussion regarding a separate social media page for the Police Department. Chief stated Mr. Miller could get posts out quickly as PD could contact him shortly after an event happened. Staff clarified that this will not be a Police Activity report page and more of a highlight page. Mayor asked what Council would like to see regarding the Police Department and these were the top ideas:

- Introducing new officers
- Breakdown of monthly police report – not full details
- Crime prevented in the City
- Spotlight Arrest
- More detail regarding FLOCK hits and the outcome
- Officer Spotlight/Highlight

Mayor Jessup stated that consistency is the key. Council agreed that they would like Mr. Miller to create a Meadows Place Police Department social media page.

Council agreed to start by holding a 30-minute Communications Workshop every two months before the Regular Council Meeting. The next Communications Workshop will be held on September 27th at 6:00 p.m. Council will bring a list of their ideas to the Workshops.

Alderman Staigle stated that it would be a good idea to create a post about Fire and EMS

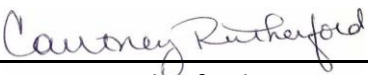
housing in the city. Mayor Jessup stated that he would set up meeting with Stafford Fire Chief Larry DiCamillo.

C. ADJOURN

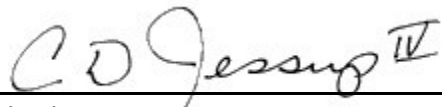
There being no further business to discuss the meeting adjourned at 6:29 p.m.

These minutes were approved by City Council on August 23, 2022.

ATTEST:



Courtney Rutherford, City Secretary



Charles D. Jessup IV, Mayor

