



PUBLIC RELATIONS / MARKETING COMMITTEE

Monday, September 25, 2023 at 5:00 PM
Conference Room | 1953 Municipal Way

AGENDA

CALL TO ORDER

ROLL CALL

MINUTES APPROVAL

[A.](#) 02-09-2023 Minutes - Public Relations Marketing Committee

AGENDA ITEMS

[1.](#) Social Media Metrics

Public Information Officer, Neal Wagner will provide updated metrics for the City's social media campaigns.

[2.](#) Editorial Planning for 2024

Discuss the editorial planning for the upcoming year.

[3.](#) Update on Magazine Ad Sales

Review results of this year's ad sales and discuss plans for the coming year.

ADJOURN MEETING

In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting by:

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MINUTES OF THE PUBLIC RELATIONS / MARKETING COMMITTEE

Conference Room | 1953 Municipal Way

Alabaster, AL

February 09, 2023

CALL TO ORDER

Meeting called to order at 4:36 PM with Committee Chair Jamie Cole presiding.

ROLL CALL

Committee Members: *Jamie Cole, Sophie Martin, Stacy Rakestraw*

PRESENT

Jamie Cole

Stacy Rakestraw

ABSENT

Sophie Martin

ALSO PRESENT

Lee Hurley

Printer Representative

Neal Wagner

Brian Binzer

Mark Frey

MINUTES APPROVAL

A. 01-20-2022 Minutes - Public Relations Marketing Committee

Motion made by Stacy Rakestraw, Seconded by Jamie Cole.

Minutes approved.

AGENDA ITEMS

1. "State of the Program" from Publishers of Alabaster Connection - Lee Hurley

Concern expressed over the delays that are happening with the printers and deliveries of the magazine for a week or more into the month. Mr. Hurley acknowledged the concern and stated that the printer was going to be given an opportunity to correct, or we would look at changing printers.

2. Editorial Planning for 2023 on Alabaster Connection

They are looking at adding a sponsor for the annual Alabaster Clean Sweep program within the next issue.

3. Issues and Suggestions on Magazine Content

4. Issues and Suggestions on Digital/Social Communication

5. Revenue Reporting - Lee Hurley

6. Social Media Reporting/Web Analytics - Neal Wagner

7. Impact of "Other Products in the Marketplace"

ADJOURN MEETING

Motion made by Stacy Rakestraw, Seconded by Jamie Cole.

Meeting adjourned at 5:55 PM.



CITY HALL FACEBOOK/INSTAGRAM

	June 21-Sept. 18, 2023	March 23-June 20, 2023
Facebook total reach	459,704	638,143
FB/IG page visits	47,393	29,710
Facebook new page likes	816	807
Instagram total reach	1,351	1,262
Instagram new followers	176	126

2023 comparison

Item #1.

June 21-Sept. 18, 2023 vs. March 23-June 20,
2023

Facebook new likes

↑ 1.1%

Facebook page visits

↑ 58.7%

Total Facebook reach

↓ 28%

Top posts

June 21-Sept. 18, 2023

Item #1.

CSX closing 119 crossing to smooth paving

June 26 Reach: 219,100 Reactions: 299

New Michaels coming to Promenade

June 26 Reach: 82,300 Reactions: 3,400

Patriots Park almost complete

July 5 Reach: 74,400 Reactions: 994

Governor announces I-65 widening

Aug. 31 Reach: 34,300 Reactions: 811

Highway 31 repaving officially complete

Aug. 28 Reach: 34,200 Reactions: 352