



Public Outreach Committee Agenda

October 8, 2024 at 4:00 PM

Public Outreach Committee

Jay Shatz, Chair
Dara Wood
Keely Paul

Staff Liaison

Scot Lahrmer, Village Manager

MINUTES

1. Approval of minutes: April 16, 2024

TOPICS OF DISCUSSION

1. ESP Media video contract addendum

ADJOURNMENT

Public Outreach Committee Meeting

April 16, 2024

In attendance:

Jay Shatz

Keely Paul

Dara Wood

Scot Lahrmer

Tammy Reasoner

Meeting called to order and Committee approved minutes from last meeting with no revisions.

Tammy Reasoner presented a report (included) outlining social media usage on various village related sites and channels. The main takeaway from the report is with the exception of “X” formerly Twitter, there continue to be growth in all channels and high level of engagement especially from site like Nextdoor.

There is also a high “open rate” on our monthly newsletters with the especially positive news that residents continue to request being added to the distribution based on positive comments from neighbors.

The committee praised Tammy for her role managing AV communications and storytelling with Chairman Shatz pointing out the continued resident value of the AV website.

The meeting was adjourned.

Social Media Status Report Growth Over Time April 2024

Facebook

Total page likes April 23, 2018:	914
Total page likes on April 23, 2019:	1,060 (+46 over one-year period)
Total page likes February 2020:	1,233 (+233 in 10 months)
Total page liked April 2024:	No longer tracks (see below)
Total followers February 2020:	1,272 (means they receive our posts in their Newsfeed)
Total followers February 2022:	1,669
Total followers February 2024:	2,005 (more than double original likes in 2018)

X (formerly twitter)

- Remains weakest of our sites; still only posting “copycat” updates
 - Platform seems to have weakened even more since becoming X
 - **Conclusion:** Not our demographic, probably not the strongest use of our time and cost investment
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Nextdoor

- Strongest of our social media sites, with statistics reaching greater numbers than our email distribution totals
 - However, these numbers do not necessarily convert to actual engagement as Nextdoor analytics are still rudimentary
 - - Members: 2023: 1,716
2024: 2,114 (+412 or 23% increase)
 - Households: 2023: 1,245
2024: 1,246
 - Requested developers provide better analytics for future measurement
 - Developers acknowledged request and are working to improve analytics
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Constant Contact

(Email Distribution & Social Media Automator)

- Past overall opens gradually increased from 44-50% in early 2019 to the highest being 65% in January 2020
 - The 2024 January E-News reached a 72% open rate, representing 583 of 836 sends
 - The 2024 February E-News reached a 71% open rate, representing 601 of 871 sends
 - The 2024 March E-News reached a 79% open rate, representing 637 opens of 838 sends
 - The 2024 April E-News reached a 69% open rate, representing 557 opens out of 839 sends
 - By comparison, in 2020, we were only reaching approximately 350 residents with our strongest mailing
 - **Conclusion:** We are increasingly strengthening our overall open rates when compared to previous years.
 - **Anecdotal Evidence:** The Administration Office has received an increase in the number of requests to be added to the E-News distribution list, many citing they have heard from their neighbors that the content is of value to them.
 - **Highlights:**
 - Over the past 12 months, Amberley Village has sent 71,204 emails with an average 57% open rate.
 - Of the 38,544 opens over the past year, 94% were on a desktop computer, while only 6% were on a mobile device.
 - Of 2,002 clicks in the past year, 51% were from a desktop and 49% were from a mobile device.
 - 49 contacts joined the email list over the past year via our website
 - 30 contacts joined the email list over the past year by request via phone or in person
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Website

January 2022

- Sessions: up 12% from previous 30 days
- Pageviews: up 14% from previous 30 days
- Average session duration: 2 minutes, 19 seconds, up 22% from previous 30 days
- 69% of our traffic since the beginning of January has been new visitors
- 61% of our visitors are still visiting from a desktop computer (2% use a tablet; 37% use mobile)

April 2024

Current website launched in June of 2023

53,000 views since inception

92,000 separate events (number of times users triggered an event)

17,000 first-time users since June of 2023

Top page views on 4/12/24: #1: Resident Tax Forms (Friday before Tax Day)
#2: Amberley Green
#3: Search Results

Past 28 days:

2,101 users
2,095 new users
2,781 sessions
2.6 views per session
1.5 minutes average session duration
1.2k desktop users (57%)
932 mobile users (44%)
42 tablet users (1.9%)

Past year:

16,784 users
9,788
22,031 sessions
3.1 views per user
8,100 (48%)
8,500 (50.5%)
265 (1.5%)

- **Conclusion:** At a glance, we are strengthening usage of the website. Analytics over time will give us more information.
- **Anecdotal Evidence:** The Administration Office has received positive feedback from residents regarding the layout, usability and look of the website. Webpage signups for the newsletter have increased slightly since design of the new site.
- **Highlights:**
 - Over the past 12 months, Amberley Village has sent 71,204 emails with an average 57% open rate.
 - Of the 38,544 opens over the past year, 94% were on a desktop computer, while only 6% were on a mobile device.
 - Of 2,002 clicks in the past year, 51% were from a desktop and 49% were from a mobile device.

ADDENDUM TO CONTRACT FOR VIDEO PRODUCTION AND SERVICES

This Addendum ("Addendum") is made to, and is made a part of, the Contract ("Contract") made and entered into on December 30, 2014, by and between Amberley Village, Ohio ("Village") and ESP Media, LLC ("ESP").

The purpose of this Addendum is to renew the Contract for an additional five years at \$900 per month, and for the Contract to continue on a month-to-month basis thereafter. To enable such extension, the following changes are hereby made to the Contract:

A. After said five year Renewal Term expires, unless the Contract is otherwise terminated, the Contract shall continue on a month to month basis.

B. During the five-year Renewal Term (January 2025 through December 2029) and thereafter, unless otherwise agreed by the parties, the Recording Fees referenced in Paragraph 3 of the Contract shall be \$900 per month.

C. All terms and provisions of the Contract not expressly modified herein remain in full force and effect.

ESP MEDIA, LLC

Signed: _____

Date: _____

Robert Ebel, President
ESP Media, LLC
7250 Timberknoll Drive
Cincinnati, OH 45242

AMBERLEY VILLAGE

Signed: _____

Date: _____

Scot Lahrmer, Village Manager
Amberley Village
7149 Ridge Road
Cincinnati, OH 45237

CONTRACT FOR VIDEO PRODUCTION AND SERVICES

This Contract ("Contract") is made and entered into as of December 30 2014, by and between the Amberley Village, Ohio ("Village") and ESP Media, LLC ("ESP") in accordance with the terms and provisions set forth herein.

Said parties, for and in consideration of their mutual promises and agreements set forth herein, to hereby agree as follows:

1. Services. In consideration for payment by the Village to ESP of the "Recording Fee," ESP shall provide the following services to the Village:

- a. Record the Village's monthly Council meetings with a minimum of two, and up to four, high quality video cameras.
- b. Archive recordings of the Village Council meetings on ESP managed servers.
- c. Within 24 hours after each Council meeting, make the archived recordings of each Council meeting available to the Village to be loaded online at www.amberleyvillage.org, which is a website owned and maintained by the Village. The recorded content shall be available for public viewing at all times, 24 hours per day. ESP shall assist the Village in making sure all links and other content online work properly.
- d. ESP shall store on its managed servers, and make available for public viewing online, a copy of each Village Council meeting for a period of at least 12 months.
- e. Deliver a DVD copy of each recorded meeting to the Village Clerk's office within seven days of each Council meeting. There will be a charge of \$15 per DVD for any additional copies. ESP shall make a reasonable effort to assist the Village in responding to any public records request for the recorded content, including content in its native format.
- f. Along with each recorded meeting made available for public viewing online, create a list of cues (i.e., bookmarks, jump markers) to enable public viewers to jump to pre-marked portions of the video recordings. The cues, if any, will be marked based on the meeting agenda provided by the Village to ESP Media.
- g. ESP Media will need access to Village website landing page in order to adjust the cues on the monthly meetings.

2. Term. The term of this Contract will be a period of 24 months beginning on the first day of the month immediately following the date both parties execute this Contract.

3. Fees. The Village will pay ESP "Recording Fees" as follows: For months 1 through 12 a sum of \$600 per month. For months 13 through 24 a sum of \$700.00 per month. Fees will be invoiced by ESP upon completion of services each month, and are due and payable

within 15 days of receipt by the Village. In addition to the monthly charges, the Village shall pay ESP \$1,000.00 as a fee for creating a 'landing page' on www.amberleyvillage.org where the public may access the archived recordings of monthly Council meetings, as well as a cue template that may be used by the Village.

4. Termination. Either party may terminate this Contract in writing with at least 60 days' notice to the other party, determined by the postmarked date, delivered to the address of the other party as identified below.

5. Ownership. The Village shall own all rights in and to the recorded content, including but not limited to all intellectual property rights, trademarks, and copyright. The Village grants ESP an exclusive license during the term of this Contract to use the recordings as necessary to full ESP's obligations under this Contract.

6. Independent contractor. This is a contract for hire. ESP is an independent contractor and neither it nor any of its officers or employees is an employee of the Village.

7. Compliance with laws. Each party shall comply with all applicable laws concerning this Contract or the subject matter hereof.

8. Governing law. This Contract shall be interpreted and governed by the laws of the State of Ohio. Any claim, suit, or proceeding related to this Contract shall be brought in Hamilton County, Ohio.

9. Assignment. This Contract shall not be assigned or pledged as security without the written consent of the other party.

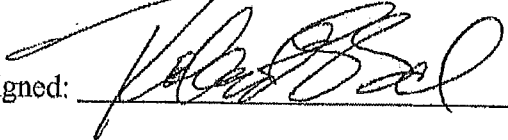
10. Modification. This Contract shall not be altered or amended unless it is in writing signed by both parties.

11. Indemnification. ESP represents that it has the authority to use all software, hardware, or other equipment utilized in ESP's performance of its obligations under this Contract, as well as any intellectual property used by ESP in said performance. Should there be any claim, suit, or proceeding against ESP by a third party relating to its services provided under this Contract, ESP agrees to indemnify, defend, and hold harmless the Village, its officers, agents, and employees, against such action.

12. Performance. Each party agrees to perform its obligations in a timely, professionally, and workmanlike manner with a level of care, skill, practice and judgment with generally recognized industry standards and practices for similar services, and will devote adequate resources to meet the respective party's obligations under this Contract.

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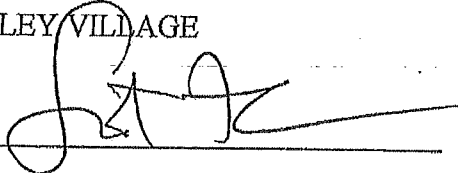
ESP MEDIA, LLC

Signed: 

Date: 12-16-2014

Robert Ebel, President
ESP Media, LLC
7250 Timberknoll Drive
Cincinnati, OH 45242

AMBERLEY VILLAGE

Signed: 

Date: 12/18/14

Scot Lahrmer, Village Manager
Amberley Village
7149 Ridge Road
Cincinnati, OH 45237