



CITY OF COOPER CITY STRATEGIC COMMUNICATIONS WORKSHOP

Tuesday, August 20, 2024 at 5:30 PM
City Hall Auditorium | 9090 SW 50th Place

MINUTES

PLEDGE OF ALLEGIANCE

Mayor Ross opened the meeting at 5:30 PM and led the assembly in the Pledge of Allegiance.

ROLL CALL

Present were Commissioners Mallozzi, Katzman, Shrouder Green and Mayor Ross.

PUBLIC COMMENTS (3 MINUTES)

None.

TOPICS FOR DISCUSSION

1. Cooper City Communications Strategic Planning Workshop

City Manager Alex Rey advised staff and Garth Solutions are looking for direction and goals from the Commission. The discussion will be interactive.

Mike Cobelo, Communications Director introduced Yvonne Garth the owner of Garth Solutions.

Ms. Garth hopes the workshop sets a great foundation and guidebook that can be used to have a more effective communication strategy. She would like to hear everyone's vision and what challenges and opportunities they can provide to Garth Solutions.

Director Cobelo advised the current structure flows from the City Manager to himself and from fellow City Departments to himself. He then in return gets the information to Garth Solutions. Catalyst is what hosts our City Website while Garth Solutions and he both input information on the website. With the City Managers direction Garth Solutions and he have looked at over 60 municipal websites from Miami Dade and Broward County. He is looking for upgrades to provide better filters and updates. They have already updated the website to include an "I want to" feature. This helps guide the residents most effectively. He spoke on different website providers that are used in neighboring municipalities.

Ms. Garth advised the current website provider does have some limitations.

City Manager Rey said the next step in this process is to issue a RFP to look for a new website provider.

Commissioner Katzman would like to work on the content now so it is ready when the vendor is chosen.

City Manager Rey said they will work with our GIS provider to offer more services including better payment management systems.

Commissioner Shrouder said we went with Catalyst to provide a better looking website and it has not come to fruition. He visited Garth's website and it seems to be very mobile friendly. The Categories within Departments need better filtered. They need to look at items from a user standpoint. The public may not be aware were to locate certain information. He would like to limit the pages instead of the

current direction to several pages. Director Cobelo said he has had multiple meetings with vendors talking about the limits on pages.

Commissioner Katzman asked about a chain of approval. Director Cobelo said there will be a chain in command in place to help address issues.

Commissioner Shrouder said the organization itself is not correct. They need to shrink pages with one access point. He wants to assure the issues addressed tonight are brought to the vendor.

Commissioner Mallozzi said the limit on pages will help with additional pages that are not helpful.

Director Cobelo said our current pages have a lot of boxes and texts. He would like to update to accordion tabs.

Commissioner Shrouder would like to have a singular calendar.

Mayor Ross said what he is hearing is that we will have accurate information but we will not be first to release it. He said Garth Solutions was hired 10 months ago. He does not dispute that we need accuracy but we also need speed. We need to have current and live information to draw users to the website.

Commissioner Katzman said the live updates may be more of a social media feature.

Mayor Ross would like everything to be on the website. He spoke on the Mayor's Open Chess Challenge and the difficult time he had gathering information about it online. Mayor Ross asked about TextMyGov and the features. Director Cobelo said TextMyGov offers more flexibility on the staff side where we can text the resident. Mayor Ross wants an option to speak to a live person. Director Cobelo said the use of an AI chat box can help guide the resident using information from the website.

City Manager Rey said he attended a session last week about artificial intelligence that stated we will see a decrease in website traffic because AI will answer the question being sought out. The website content will be accessed by the AI Chat Box.

Commissioner Shrouder asked what our most popular visited page is. Director Cobelo answered the calendar, event pages and utility services. Commissioner Shrouder said we need to think about user experience. He would like the ability online to open a water utility account. City Manager Rey said that will not be a website functionality. Commissioner Shrouder said we need to work on those issues in house.

Commissioner Mallozzi wants to color code or use a symbol on the calendar for each department. She would like to add a category for breaking news. She would like a user friendly website with up to date information.

Commissioner Katzman spoke on the City of Sunrise's website that has an option to filter the event calendar by department.

Commissioner Shrouder would like the ability to feed in the social media alerts to the website. The software we have needs to be able to adapt to what we need.

Director Cobello explained when he asked the current website vendor to update the logos they in return said it would be a billable job as a complete redesign. He wants the ability to adapt in a timely manner with a new vendor.

Ms. Garth said the feedback received has been very important. The past few months Garth has recognized the issues with the website. Fixing the website with the current vendor is not a viable solution. The path forward requires a website provider that can get the City where it needs to be. Their priority is the plan on functionality and content.

Commissioner Shrouder does not want to reinvent the wheel. He wants to find a website that looks good and use data to build it.

Mayor Ross wants a collaboration of the website and social media.

Ms. Garth said the communications strategy does need to be intergraded. She advised her firm was hired on October 10, 2023 and they met with the then City Manager on November 2, 2023. The contracted services include graphic design, social media and website updating. At that November 2nd meeting they were asked to focus on branding, enhancing brand visibility and uniformity across departments. They were also asked to create impactful graphic designs for prints and digital collateral.

City Manager Rey said they need to find a way to offer exemptions from printed materials. He also asked the Commission if they would like to approach a sponsor for printed materials.

Commissioner Katzman is not a fan of the newsletter. He would like the information provided to be something that is not already provided daily.

Commissioner Green said a number of years ago the residents had concerns that they were not receiving enough communication from the City.

Mayor Ross said being environmentally friendly do they need the paper newsletter.

Commissioner Shrouder said there is an issue with timing in the newsletter. He would like to look into a sponsor if there will be no costs for the City.

Commissioner Katzman would like more informative items to be placed in the newsletter.

Ms. Garth said if they want to optimize reach you want to have as many options in terms of communication platforms. They have been working the past few months to increase and enhance digital content.

Commissioner Shrouder said the style guide that Ms. Garth speaks on means nothing if it is not implemented. He understand when you change a logo you have to phase things out but there has been no phase out system in place. All letterhead needs updated. Branding needs to be done entirely.

Ms. Garth polled the Commission on what the City's primary communication goals are. The top answers included quick information, effective communication, productivity and user friendly. Communication and actions were the top answers. Ms. Garth polled the Commission on what the City's main communication challenges are. Answers included old information, inconvenient and useless website.

Ms. Garth spoke on the City's demographics that included a home ownership rate of 84.8% and a median age of 39.9. She asked the Commission how they would define the City's main audience. The top answers were residents, families, local businesses, seniors, youth and City employees. Ms. Garth explained this will help prioritize content and not exclude anyone. Ms. Garth spoke on user ages on the social media platforms. She asked the Commission what platforms they believe are best for reaching the City's target audience.

Commissioner Mallozzi said Garth was hired to tell the City what platform is the best for reaching the City's target audience.

The top answers for the best platforms were the Cooper City website, Facebook, text messaging, Instagram, mail and e-news.

Mayor Ross spoke on the importance of phone calls.

Commissioner Katzman said a lot of younger individuals utilize TikTok.

Ms. Garth asked the Commission what attributes and qualities would they like to see in the City's messaging. The top answers included belonging, family friendly, security, safety and small town. Ms. Garth asked the Commission what topics should be the main focus of the City's website. The top answers included correct information, activities, events, things to do, and spotlights. Ms. Garth asked the Commission what platforms they feel are effective in engaging the community. The top answers included social media polls, e-news surveys, online surveys on the City website and comment cards at key locations.

Commissioner Shrouder believes analytics are the best way to determine engagement.

Ms. Garth said they will use the feedback gathered today, document it, and use it to draft a communication strategy.

Mayor Ross asked for a timeline on the plan. Ms. Garth answered the plan will be drafted in a few weeks.

Commissioner Shrouder said we need to understand what we are marketing. They all agree we have a small town family community and we need to brand around that idea. He wants to move toward a marketing goal as a small and family friendly City. He would like the information on the sports programs that we support on the website. He wants a marketing goal to obtain an award for the City such as the Safest City in Broward County.

City Manager Rey said the communication strategy needs to include the sense of belonging and events.

Commissioner Katzman said we may want to look into using AI for accessing different languages.

Commissioner Shrouder wants the residents to feel the helpfulness he receives from the employees. He also wants to emphasize the services we offer.

ADDITIONAL PUBLIC COMMENTS (3 MINUTES)

No additional comments.

ADJOURNMENT

The meeting adjourned at 7:17 PM.

The minutes of the Commission Workshop of August 20, 2024 were approved during the Regular City Commission Meeting of September 17, 2024.

Greg Ross, Mayor

Tedra Allen, City Clerk

ADA NOTICE

This meeting is open to the public. In accordance with the Americans with Disabilities Act of 1990, all persons who are disabled and who need special accommodations to participate in this meeting because of that disability should contact the Office of the City Clerk, 954-434-4300 ext. 220, not later than two days prior to such proceeding. One or more members of the City of Cooper City Advisory Boards may be in attendance and may participate at the meeting. Anyone wishing to appeal any decision made by the Cooper City Commission with respect to any matter considered at such meeting or hearing will need a record of the proceedings and, for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Agenda items may be viewed online at www.coopercity.gov or at the Office of the City Clerk, City of Cooper City, 9090 SW 50 Place, Cooper City, Florida, 33328, 954-434-4300.

DECORUM

Members of the Commission, staff members, citizens, and others are required to use civil and appropriate language when addressing the Commission or anyone present at the meeting and must refrain from using profanity, cursing, or exhibiting aggressive or threatening behavior. All comments should generally be directed to the presiding officer and not to individual members of the Commission, staff, or the audience. No personal verbal attacks toward any individual by either the Commission, staff, citizens, or others shall be allowed during any meeting of the Commission.

Any persons making impertinent or slanderous remarks or personal attacks or who becomes boisterous while addressing the Commission or who otherwise violates the decorum rules set forth herein shall be barred from further audience before the Commission by the Mayor, or by request of any member of the Commission unless permission to continue or again address the Commission be granted by a majority vote of the Commission members present.

WEBVTT

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00:00:01.707 --> 00:00:30.030

Cooper City Hall: They have been here one year, which you know is the earmark of us, a success, and out of all 31 cities they have chosen Cooper City to land here, to work here, to actually drive here and be a success, not only for yourself. More importantly, for the community community is here. We have supported you for the entire year, and and, Baron Ernesto, Robert, we want to say thank you for your effort.

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00:00:33.460 --> 00:00:34.890

Cooper City Hall: Patience, workshop.

3

00:00:34.940 --> 00:00:37.760

Cooper City Hall: If you'd all. Please join me in the pledge of allegiance.

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00:00:39.690 --> 00:00:51.810

Cooper City Hall: I pledge allegiance to the flag of the United States of America and to the republic for which it stands one nation under God, indivisible with liberty and justice for all. Thank you and roll call, please.

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00:00:54.690 --> 00:00:59.250

Cooper City Hall: Commissioner Melosi. Here Commissioner Katzman, here Commissioner Schroder, here

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00:00:59.490 --> 00:01:07.690

Cooper City Hall: Commissioner green here, Mayor Ross here, and do we have any public comments? Anyone signed up? Anyone on virtual

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00:01:07.820 --> 00:01:13.930

Cooper City Hall: close public comments? Topics for discussion is the Cooper City communications. Strategic planning workshop.

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00:01:13.950 --> 00:01:18.219

Cooper City Hall: Do I hand it over to Mike or Bar Mike?

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00:01:19.720 --> 00:01:26.608

Cooper City Hall: We're city manager. Yeah, thank you. One out of 3 is not bad. Because

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00:01:29.220 --> 00:01:30.080

Cooper City Hall: thank you.

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00:01:31.790 --> 00:01:45.170

Cooper City Hall: What we are going to try to do today is kind of take a step back and be able to provide better direction for our staff and our consultants in terms of

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00:01:45.630 --> 00:01:56.276

Cooper City Hall: our goals for the communication aspect of the of the effort that we're doing. We are spending a lot of money in in communications.

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00:01:56.740 --> 00:01:58.880

Cooper City Hall: and I think

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00:01:59.110 --> 00:02:00.240

Cooper City Hall: we all

15

00:02:00.320 --> 00:02:02.379

Cooper City Hall: will agree that we're not hitting the mark.

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00:02:02.670 --> 00:02:05.660

Cooper City Hall: and the the other aspect is

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00:02:05.770 --> 00:02:08.600

Cooper City Hall: maybe is part of

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00:02:08.660 --> 00:02:16.709

Cooper City Hall: not having the right direction. And and this exercise, which is going to be a little interactive and will help us get there.

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00:02:17.260 --> 00:02:20.400

Cooper City Hall: but a good part of any communication system

20

00:02:20.410 --> 00:02:22.450

Cooper City Hall: is two-way communication.

21

00:02:22.820 --> 00:02:25.899

Cooper City Hall: If we are really only worrying about

22

00:02:26.580 --> 00:02:27.970

Cooper City Hall: what we're saying.

23

00:02:28.230 --> 00:02:30.019

Cooper City Hall: we need to also

24

00:02:30.060 --> 00:02:32.189

Cooper City Hall: be concerned about how we listen

25

00:02:32.540 --> 00:02:34.475

Cooper City Hall: to the residents.

26

00:02:35.610 --> 00:02:43.770

Cooper City Hall: Because without that, in any kind of conversation that you are not hearing back from the other party, you don't really know that you are

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00:02:43.900 --> 00:03:01.079

Cooper City Hall: really meeting their expectations or not. And and I think it's important that and you'll see some, you know, some questions and some strategies. Towards the end of the presentation, where we begin to put some of the effort into listening back from the from the residents.

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00:03:01.180 --> 00:03:03.210

Cooper City Hall: So with that

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00:03:03.300 --> 00:03:06.149

Cooper City Hall: a little intro, Michael, do you want to

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00:03:06.410 --> 00:03:28.929

Cooper City Hall: go forward. For example. Thank you, Mr. Ray and mayor and commissioners. Thank you for the for the time. Are you okay for the time for today's workshop. So just for the residents. Knowledge. My name is Michael Cabello. I'm Director of Communications for the city, and with that I'm gonna I'll be stepping in for a few of the slides as we work through the presentation. But I'll hand it over to Yvonne Garth, the owner of Garth. Solutions

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00:03:31.830 --> 00:03:32.740

Cooper City Hall: of

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00:03:32.970 --> 00:03:42.129

Cooper City Hall: good evening. Would you prefer I stand at the podium, or I would, whatever you prefer. But you need to be closer to the mic. Great is that. Does that work. Can you hear me?

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00:03:43.160 --> 00:03:44.999

Cooper City Hall: And I need to shut my phone off?

34

00:03:47.350 --> 00:04:06.630

Cooper City Hall: Okay, well, thank you for the opportunity to be here. We're very excited to have this exercise. This is really going to set a great what we hope is a great foundation for for us to to work from, and and a guidebook that we can all agree on on how to be more effective with the communication strategy for the city.

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00:04:07.056 --> 00:04:09.510

Cooper City Hall: Go to next slide to the agenda, please.

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00:04:09.690 --> 00:04:11.310

Cooper City Hall: hey? So

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00:04:11.320 --> 00:04:21.870

Cooper City Hall: the goal here is for this to be as interactive as possible. But we'd like to start with just a presentation that will help set the framework for the exercises in the back.

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00:04:22.229 --> 00:04:29.020

Cooper City Hall: Our agenda for today is one, just to cover the objectives for the meeting, and 2 just to just

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00:04:29.630 --> 00:04:57.619

Cooper City Hall: kind of set the framework for the the current city's communication organization and how what that workflow is as it exists today. We'd like to give you just a communications update on what has been going on, some of the results and the activity that we've had. And the last part of the workshop will be interactive, as I mentioned. And before we leave today, we want to discuss what's next, what you can expect to see next

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00:04:58.170 --> 00:04:58.940

Cooper City Hall: that

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00:04:59.270 --> 00:05:00.789

Cooper City Hall: objectives next slide.

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00:05:01.432 --> 00:05:04.150

Cooper City Hall: So the goal today is to hear from you.

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00:05:04.470 --> 00:05:32.079

Cooper City Hall: It's really important that we hear from all of you what your vision is for the communications program for the city. To hear from you what you see in. You're out in the community talking to your constituents. What are the challenges? What are the opportunities? We're really here to listen. And so your role is to provide feedback as candidly as possible. We do have some exercises. So we're gonna put you to work a little bit. We want to make sure that we

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00:05:32.370 --> 00:05:37.080

Cooper City Hall: capture your input accurately and have a productive dialogue around it.

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00:05:38.310 --> 00:05:39.160

Cooper City Hall: Slide.

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00:05:40.360 --> 00:05:46.830

Cooper City Hall: Okay? At this point I would like to turn it over to Michael just to walk through what the current organizational structure is

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00:05:47.170 --> 00:06:15.600

Cooper City Hall: so. Thank you, Yvonne. So right now the current structure is, information comes from the city manager direction that he may receive from the Commission, perhaps from, you know, constituents themselves, and it works. It flows through myself. And a lot of that information also comes from each of our city departments. So in a sense, we have external, which is our residents, internal customers on a daily basis. When it comes to communications that's taking information and exchanging it with our city departments

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00:06:15.780 --> 00:06:39.660

Cooper City Hall: from there. Guard solutions is really our second hand in a sense of everything across the board. When it comes to making updates on our website to graphic design creating collateral newsletters, whether digital or print and also wanted to make sure there is a clear a clear representation on the slide. That catalysts is our website.

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00:06:40.136 --> 00:07:06.143

Cooper City Hall: Catalyst is what hosts our website and what is our content management system where everything resides on the website. Garth has been now inputting information. They're making updates on the website, whether it's the calendar being able to update news and up until June that was not occurring. We heard the feedback from the Commission and and made that change. So they are able to be in there on a daily basis when needed.

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00:07:06.550 --> 00:07:35.600

Cooper City Hall: but at the same time I do take information. And I'm here on a daily basis, making sure we're updating the website as well. And what we're working toward is making sure that our website is the hub that can be then used to share information on different channels, whether that be social media or e newsletters. Whether we're by word of mouth exchanging ideas with residents. So that is the main purpose of this slide is to show where how we work together. And

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00:07:35.600 --> 00:07:37.770

Cooper City Hall: with that at the same time

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00:07:37.970 --> 00:08:01.100

Cooper City Hall: it also went into a municipal website. Review. With the city manager's direction. We took a look at over 60 websites from Miami data and Broward County when it comes to municipalities. We, Garth and I, the staff, worked together on this, and we really came up with what we were looking for when it came to

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00:08:01.100 --> 00:08:21.160

Cooper City Hall: different bullet points, key features that you see on the right hand side. It comes to being mobile, friendly. We've heard multiple times. If you're looking at our website on on a desktop compared to what you're looking at on a phone, it's almost like you're looking at 2 different things. So we wanted to make sure as we're canvassing these websites, what looks the best, no matter where you're looking at it

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00:08:21.350 --> 00:08:33.360

Cooper City Hall: right now. You're using devices such as a smartphone, a tablet laptop, everything should be easy to use and move through, no matter what you're using. At the same time, search is incredibly

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00:08:33.635 --> 00:08:57.599

Cooper City Hall: it's just not where it needs to be on our website. You can't filter. You can't find relevant information. It brings up information from as far as 10 years ago, and we know to the residents that's obviously not good enough. And at the same time we wanna keep up with the times we've looked at. Where is AI going in terms of being able to pull information directly from the website? The key thing about that is, for example, right now we have text, my Gov.

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00:08:57.910 --> 00:09:21.799

Cooper City Hall: and we know we, we get issues and things reported to us on a daily basis. The issue is that we as staff have to input keywords and continually update that information so that the tool is the best that it can be on a daily basis, it can be difficult. There's different things going on from one department to the next. So what an AI feature will do is it can pull information that we're putting as far as content

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00:09:21.800 --> 00:09:36.840

Cooper City Hall: on a website and specifically take information and direct folks to that information without us as staff having to actually do it twice. And I say that twice. Because right now, if we we update info and content on our website.

58

00:09:36.840 --> 00:10:01.089

Cooper City Hall: actually, then have to go on text, my Gov and update that information as well as far as going to the right link and actually link into the right page. So and then that also creates human error issues. So we're looking at something that can do things really across the board. But by just doing it one time, and then, at the same time our calendar needs to be dynamic, being able to check what you're looking for. If you want to go to a special event.

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00:10:01.090 --> 00:10:14.299

Cooper City Hall: you should be able to just hit a box. I want to see what the special events are. And then, at the same time, if I wanted to look for a City commission workshop or meeting, I should be able to hit a checkbox and just filter that. So I can see that easily.

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00:10:14.330 --> 00:10:37.069

Cooper City Hall: And then something we've already implemented a bit on the website is a I want to feature. It doesn't separate things by department more on the service. I want to pay my utility bill. I want to see meeting minutes. You're able to drop that down and go there quickly. And what we did was we took these ideas based upon the 5 municipalities. You see, there were multiple, but these were the 5 that we thought were in terms of

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00:10:37.080 --> 00:10:54.370

Cooper City Hall: functionality, the best that they could be, which was Aventura, Coral Gables, Miami, Lakes, Weston, Sunrise Plantation, and Oakland Park were up there as well, and I also wanted to make sure, and and we, together with the city manager give you an idea of who's providing who's hosting these websites?

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00:10:54.560 --> 00:11:23.390

Cooper City Hall: If you look across the board across South Florida, Granicus and Civic plus will be names that you see. But then, every now and then, you see municipalities, I made a phone call to Coral Gables. I tried to find out more. Who's Zuccha? What is drupal? They actually went out to and looked at across the globe. Who's doing websites and their budget was hefty. They they paid 6 figures to have a Uk company come and redesign their website. I mean.

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00:11:23.390 --> 00:11:36.419

Cooper City Hall: you're talking about different ways of doing things. Planetaria Media is another one of those outliers that Miami lakes used, but at the same time provided them with great functionality for their purposes.

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00:11:36.500 --> 00:12:05.360

Cooper City Hall: I will say that if you don't see Granicus or civic plus or the usual ones. It usually means that those municipalities have either a webmaster on on premises, somebody who's dedicated to the

website on a daily basis. Who can code do different things? Or they're actually using the 3rd party as their webmaster to do, not just hosting. But off site, they're updating the website on a daily basis. My opinion, that's not the track we should go. We have someone in house

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00:12:05.360 --> 00:12:19.339

Cooper City Hall: who can do these day to day functions and working with our department. So just overall wanted to give you an idea of how we do things here in terms of our structure, and how some other municipalities have attacked a website or how they're going to go about it.

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00:12:19.580 --> 00:12:22.290

Cooper City Hall: With that, I'll turn it back over to Yvonne.

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00:12:22.420 --> 00:12:43.980

Cooper City Hall: Okay, great. Thank you, Michael. So just to summarize. You know, really, that Michael just gave you an overview of the current workflow and communication structure internally within the city. We also covered the website. We wanted to do that 1st and foremost, because we know that is that it's very important to all of you. And we also recognize there's a lot of opportunity

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00:12:43.980 --> 00:12:50.830

Cooper City Hall: to enhance the city's website. And just to recap currently your website providers, catalyst and

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00:12:51.164 --> 00:13:15.549

Cooper City Hall: fortunately, the way it's structured on the back end is somewhat limiting to what, to to what we can and cannot do from a content develop from a content standpoint, but also just from navigation. So what you just heard from Michael, are the best practices that we've been researching and the opportunities that we're going to explore moving forward. But likely it would not be from a provider like catalyst

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00:13:15.945 --> 00:13:23.064

Cooper City Hall: the best in practice for municipalities is granicus and civic plus, as you heard, so these are all

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00:13:23.860 --> 00:13:24.600

Cooper City Hall: and

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00:13:26.690 --> 00:13:34.040

Cooper City Hall: ideas that we are currently exploring. The next step in this process is going to be for us to put an Rfp out.

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00:13:34.100 --> 00:13:39.469

Cooper City Hall: Knowing the kind of things that Michael outlined on the key features.

74

00:13:39.957 --> 00:13:45.119

Cooper City Hall: And get a provider who is going to be the content management system.

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00:13:46.021 --> 00:13:56.310

Cooper City Hall: and we all will bring that selection to the to the City Commission hopefully, in about 2 months or so. How long do we have catalyst? How long have we had catalyst.

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00:13:57.230 --> 00:14:11.100

Cooper City Hall: to my knowledge. Mayor, we've had cataly catalyst since early 2021. That's when the contract started. According to the contract I'm putting on on the spot. Can we cancel it within hopefully, 2 months.

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00:14:11.620 --> 00:14:17.009

Cooper City Hall: to my knowledge, it's 30 days notice at that point.

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00:14:17.950 --> 00:14:19.299

Cooper City Hall: Okay, thank you.

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00:14:22.286 --> 00:14:26.299

Cooper City Hall: Is this the time to talk about details of it? Or should we wait?

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00:14:27.860 --> 00:14:37.719

Cooper City Hall: If you want to provide guidance in terms of things that you want to see that we may have not put into the key features. Yes, just 1 1 overarching thought, because I know

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00:14:38.610 --> 00:14:42.854

Cooper City Hall: this doesn't have to be a linear process where, if we're

82

00:14:44.010 --> 00:14:47.160

Cooper City Hall: finding a Cms. Which is going to take 2 months

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00:14:47.360 --> 00:14:50.330

Cooper City Hall: to get it out right or to get it decided

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00:14:51.200 --> 00:14:59.340

Cooper City Hall: to get the this this election process in in 2 months. So it's going to take a few months. I know where you're going. You're 100% right?

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00:14:59.690 --> 00:15:12.640

Cooper City Hall: Start we? We start the content now content. Yes, and we're working on content. And we will continue. Yeah, I just want to make sure the shell is being designed simultaneously, you know, in in even word or whatever the

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00:15:13.050 --> 00:15:14.739

Cooper City Hall: you know. And obviously the

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00:15:14.760 --> 00:15:20.810

Cooper City Hall: graphics and videos, whatever else is being. And you might be bringing that up. And I don't want to steal your thunder. I just want to make sure we're not

88

00:15:21.570 --> 00:15:26.789

Cooper City Hall: cause the thing. We're not frustrate. All of us, I think, is we select a web

89

00:15:27.670 --> 00:15:29.260

Cooper City Hall: Cms vendor.

90

00:15:29.500 --> 00:15:35.560

Cooper City Hall: 4 months down the line we hit go. And then they're like, Okay, well, we have to write the content now.

91

00:15:36.530 --> 00:15:48.949

Cooper City Hall: So we want to juggle more than one ball in the area, and and the the other part, aside from content, is functionality. So we're beginning to have discussions with our Gis provider.

92

00:15:49.000 --> 00:16:04.140

Cooper City Hall: So all the Gis maps and everything else that we're being are beginning to develop are going to be on our website, and the content management system will allow us to show that and display that. But we're working for having more functionality.

93

00:16:04.230 --> 00:16:11.559

Cooper City Hall: better payment management systems. Again, yeah, those are things that are operating behind the website

94

00:16:11.820 --> 00:16:17.300

Cooper City Hall: that we need to be doing that as well as content. And we're yeah. Thank you. Doing those in parallel. Thank you.

95

00:16:18.850 --> 00:16:36.720

Cooper City Hall: Yes. Commissioner Katzman, that you're absolutely correct. I think, from our perspective. 1st of all, this exercise will help to inform us to start working on that shell and that

framework. So that by the time that vendor is on board we can then we'll obviously need their input to marry the 2. But but we can start framing it out.

96

00:16:37.070 --> 00:16:38.329

Cooper City Hall: Okay, thank you.

97

00:16:38.600 --> 00:16:40.380

Cooper City Hall: Okay, so

98

00:16:40.830 --> 00:16:50.489

Cooper City Hall: that's the website. And we wanted to just hit that head on, because I know that's important. But we'd like to just take a few minutes to recap next slide, can I? Can I add on the website?

99

00:16:50.510 --> 00:16:51.875

Cooper City Hall: Yes, that's right.

100

00:16:53.010 --> 00:16:56.320

Cooper City Hall: so 1st time I'll complain.

101

00:16:56.670 --> 00:17:01.360

Cooper City Hall: We had a horrible website, and then we went to whatever this company we are now.

102

00:17:01.420 --> 00:17:07.880

Cooper City Hall: who are we with now catalyst catalyst, and that this 2021. This was supposed to be

103

00:17:07.960 --> 00:17:10.199

Cooper City Hall: to not have a horrible website, you know.

104

00:17:10.220 --> 00:17:19.291

Cooper City Hall: So I don't know what that process was. But it's just not functional. I went on. Gar's website and it's pretty mobile, friendly.

105

00:17:20.300 --> 00:17:22.599

Cooper City Hall: a lot of our stuff. And

106

00:17:22.609 --> 00:17:36.490

Cooper City Hall: I can't imagine that catalyst is the one that does this. But wherever like, you'll click on departments, and it just puts you to a page with links to then another link, another link, not to mention our categories are horrible like. If you go. If I go on parks and Rec.

107

00:17:36.730 --> 00:17:45.270

Cooper City Hall: I can pick active adults, aquatics, facilities. To me. This kind of could be similar parks, programming rentals, special events like

108

00:17:45.430 --> 00:17:48.669

Cooper City Hall: sometimes you're not sure what what to go. So we need to

109

00:17:48.810 --> 00:17:50.959

Cooper City Hall: take this information and

110

00:17:51.630 --> 00:18:02.670

Cooper City Hall: figure out what we're doing and not look at it from we need to look at it from the end user thing. So like, we go to public safety. If I want to make a code complaint. How do I know that it happens to be under?

111

00:18:03.100 --> 00:18:08.829

Cooper City Hall: You know? Bso, police, you know a lot of some cities in our building department. It's all different things. So like.

112

00:18:09.610 --> 00:18:11.060

Cooper City Hall: that's not.

113

00:18:11.850 --> 00:18:15.539

Cooper City Hall: We have to really look at it from the user standpoint. Like

114

00:18:15.630 --> 00:18:26.909

Cooper City Hall: as staff, we know that utility billing is in finance department, but pipes that breaker in the utilities department. But the people don't know that, like they go to the website

115

00:18:27.110 --> 00:18:35.740

Cooper City Hall: and they want to click on, you know we go. Here. You have under utilities, Cooper City utility, administration, utility billing, customer service.

116

00:18:35.780 --> 00:18:39.299

Cooper City Hall: That's a section. But then, under finance, you have

117

00:18:40.310 --> 00:18:42.469

Cooper City Hall: something for utility billing.

118

00:18:43.120 --> 00:18:44.420

Cooper City Hall: and

119

00:18:44.570 --> 00:18:46.409

Cooper City Hall: I don't know we need to

120

00:18:46.860 --> 00:18:47.550

Cooper City Hall: 2.

121

00:18:47.860 --> 00:18:56.279

Cooper City Hall: Well, that's another option as well. That's what you said. I want to. So when you want to make a code complaint, you go. I want to

122

00:18:56.530 --> 00:18:57.870

Cooper City Hall: make it for a complaint.

123

00:18:58.040 --> 00:19:04.349

Cooper City Hall: Okay, yeah. And that was a recent addition. Right? Mike. And I think it's a it's not perfect, but it's

124

00:19:04.400 --> 00:19:32.890

Cooper City Hall: better than the options were before. This is a by product of creating or or remapping, redoing a site map and creating content that can migrate to something new. So we're as you said, juggling, trying to make improvements, but also looking towards the future. So you're making me throw me off. Sorry, alright. So another thing, the clerk's office is one of the things it depends. There's different landing pages for the same thing, and so I'll go and click, depending on how I

125

00:19:33.110 --> 00:19:44.339

Cooper City Hall: click there depends on whether I got something that's an old, old on the landing page or not, and then I'll say, Hey, Tetra, how come you don't have this? And it's I'm clicking on the wrong. So I know whoever's uploading it on the city side might

126

00:19:44.640 --> 00:19:52.120

Cooper City Hall: think they're uploading it. But I'm sure you've had this issue right like on the reports. But there's multiple landing pages and ways to get to different things. So we have to

127

00:19:52.180 --> 00:19:56.070

Cooper City Hall: simplify. So things are just going to the one main page, or

128

00:19:56.310 --> 00:20:08.770

Cooper City Hall: that really is troublesome when you're trying to update everything. And and I'll mention Commissioner and and Mr. Ray and I. He's talked. He's harped about quality control. Qc. A lot of the new websites create

129

00:20:09.050 --> 00:20:33.580

Cooper City Hall: this barrier that does not allow a page to be published until there's an extra set of eyes on it. So what I'm trying to say I'm not trying to slow it down. But let's say, that's fine. I'm just saying we're having it in multiple areas. And but part of this issue is that pages were created and migrated from whatever our I don't know who our previous content management system. So when it migrated, it brought a lot of old information with it.

130

00:20:33.770 --> 00:20:57.950

Cooper City Hall: and those pages are still available. In fact, if you Google certain things, Google will bring up results that you don't want to see. I'm with you on the Googling, because that's hard. If you have things out in in. If you have Urls out there, that's 1 thing, and you can't take down certain things. And that might be SEO to pop up, or whatever. But actually on how you get to certain things on the clerk's website.

131

00:20:57.950 --> 00:21:10.199

Cooper City Hall: It's like gaslighting on steroids. I'm like, I thought, I thought, I, you know, that was there. And then it's like a whole another way to, you know. So we have to make sure links on our website are directing the

132

00:21:10.460 --> 00:21:12.060

Cooper City Hall: singular

133

00:21:12.280 --> 00:21:17.060

Cooper City Hall: sources, you know not you know what I mean, I and definitely and

134

00:21:17.360 --> 00:21:25.680

Cooper City Hall: just to not continue. But it it's had. I've had multiple meetings with some of the vendors that we've talked about, and

135

00:21:25.680 --> 00:21:50.319

Cooper City Hall: pretty much all of them start with saying, we start with 30 pages. That's where they start. What are your key? 30 pages that need to migrate, and they build from there. And and then, if you need extra, so it's kind of to protect against what you're talking about. I wanna make sure I hit the most key information, and then the rest is kind of use. Build it as you go if you need it. But it's really honing in on the most important link. So

136

00:21:50.320 --> 00:21:58.651

Cooper City Hall: we don't have what exactly you're touching on. Yeah. And and so we I just we need to simplify some, you know.

137

00:21:59.130 --> 00:22:01.570

Cooper City Hall: really simplify, because there's a lot of

138

00:22:02.409 --> 00:22:08.679

Cooper City Hall: I don't know. It's it's all over the place. So so just to recap what you were saying.

139

00:22:09.110 --> 00:22:10.240

Cooper City Hall: the

140

00:22:10.680 --> 00:22:12.659

Cooper City Hall: there's going to be an approver.

141

00:22:13.300 --> 00:22:15.070

Cooper City Hall: So like, let's say.

142

00:22:15.280 --> 00:22:17.600

Cooper City Hall: Department X adds

143

00:22:18.210 --> 00:22:24.389

Cooper City Hall: language, new language about a new park or something. Let's say parks and Rec. And then

144

00:22:24.620 --> 00:22:31.099

Cooper City Hall: but they're going to hit, publish. But it's not going to publish live. It's going to go to you. Correct, you're going to say, well, actually.

145

00:22:31.120 --> 00:22:48.000

Cooper City Hall: we reformatted the Parks page, and it should belong here, and you can move it over there or send it back, or whatever you need to do. Exactly, there will be a final check, in a sense, so that something just can't get published immediately and on the on the other end. Commissioner, a lot of these are coming with

146

00:22:48.000 --> 00:23:12.750

Cooper City Hall: some extra software that checks for grammar checks for page construction. So it allows that individual at another department that doesn't build web pages, some guidelines, and it'll ha allows them. So that the moment it comes to me it's not. Let's let's just call it what it is that it's not a disaster. Things aren't misspelled, and then I'm spending extra time. The idea is to be efficient, but at the same time accurate. So that we're putting the correct input.

147

00:23:12.890 --> 00:23:22.539

Cooper City Hall: my thing is that the the organization of it is wrong. So if I click under residence. There's I can go. There's an option for

148

00:23:23.160 --> 00:23:26.769

Cooper City Hall: code Enforcement Pso. District. But if I go under departments

149

00:23:27.490 --> 00:23:29.510

Cooper City Hall: public safety, there's not an option for that.

150

00:23:29.550 --> 00:23:35.079

Cooper City Hall: you know. So it's like, that's not anything about grammar or anything. We have to shrink.

151

00:23:35.600 --> 00:23:39.139

Cooper City Hall: Yeah, you know what we have. We have to shrink it.

152

00:23:39.160 --> 00:23:48.140

Cooper City Hall: and we have to look at it from the user like there should be no Bso. It should be police, and you click on police, and then it might tell you, and there that we you know what I mean, but

153

00:23:48.190 --> 00:23:53.690

Cooper City Hall: most people don't know who shows up to protect them or what you know. Pay my water bill.

154

00:23:54.130 --> 00:23:55.570

Cooper City Hall: you know. Just

155

00:23:55.650 --> 00:23:57.679

Cooper City Hall: that's what I'm trying to, you know.

156

00:23:57.730 --> 00:23:59.969

Cooper City Hall: because there's too many options, and and I

157

00:24:01.320 --> 00:24:02.439

Cooper City Hall: and and I think

158

00:24:02.810 --> 00:24:07.640

Cooper City Hall: from the exercise that we did in selecting other websites that all the cities have.

159

00:24:07.680 --> 00:24:10.370

Cooper City Hall: You know, we can really plagiarize a lot of that.

160

00:24:10.450 --> 00:24:35.240

Cooper City Hall: thinking that I have gone through in order to make things. Yeah, not dependent on them. Knowing who does what in the city, but simply very basic functions that people are going to be looking to to conduct. And and how do we get them to the information quicker? So so there's a lot of stuff stuff that we can just copy from people that don't know, and I'm only harping on it because what happens is it doesn't matter what

161

00:24:35.280 --> 00:24:39.759

Cooper City Hall: what company you use to hire for your website. They all can do it right.

162

00:24:39.990 --> 00:24:43.600

Cooper City Hall: But you gotta get that stuff to them. So there's a lot on our end. I mean, I

163

00:24:43.930 --> 00:24:58.889

Cooper City Hall: dealt with software people. They could do anything in the world. But you have to get that to them. So we we have to be realistic with ourselves. If we don't have the ability to build everything out, we we should need to get something that's like out of the box to that effect, because

164

00:24:59.390 --> 00:25:01.200

Cooper City Hall: it it needs to be

165

00:25:01.990 --> 00:25:02.900

Cooper City Hall: easy.

166

00:25:03.110 --> 00:25:12.110

Cooper City Hall: very easy, you know. And then you're gonna have drive people to your website. If you can go click on there and do click, click. Then you're gonna have more. If your your website's useful, people are going to use it

167

00:25:13.130 --> 00:25:30.530

Cooper City Hall: definitely, I'm the whole point is to drive this as a hub, and that it's easy to take it, not just to direct folks to it, but to take information and be able to plug it into a newsletter, for example, and that comes with making it easy for myself to communicate. For example, with Gart. Staff.

168

00:25:30.640 --> 00:25:43.679

Cooper City Hall: Grab this URL, and it will take you to this information. Put it into a newslet. It it all works hand in hand, and so definitely commit part of the beginning step. One of the is building that site map that is more simplified. As you said.

169

00:25:45.586 --> 00:25:55.929

Cooper City Hall: go ahead. I was just gonna say he had started with one of the things was all the websites offer a start of 30 pages because of that.

170

00:25:56.060 --> 00:26:25.329

Cooper City Hall: In answer, in response to one of your qualms was, they're not going to be able to have all the extra information that will potentially confuse people and gray areas because it's only 30 page and correct me. If I'm if I'm misunderstanding, if it's only 30 pages, you're you're going to need exactly

what we need. And then you're going to take it from there. So if there, if you click on the the Tedra link, and it has old and new. That's not going to happen, because there's not going to be enough to start.

171

00:26:25.350 --> 00:26:28.659

Cooper City Hall: It's not going to get lumped in there with everything else

172

00:26:28.990 --> 00:26:57.010

Cooper City Hall: definitely, and a lot of it also has to do with the ability to structure the pages in a more in a better way. Right now. Our our pages have a lot of boxes and a lot of text. These other opportunities will provide us the the ability to do accordion style tabs where you only see specific information, you click on a tab and it brings up something else. So right now, we don't have that functionality with the website we have.

173

00:26:57.930 --> 00:26:59.740

Cooper City Hall: didn't we used to have a calendar?

174

00:27:00.980 --> 00:27:05.269

Cooper City Hall: Yes, we do have a calendar. It's not on the beginning anymore. Okay.

175

00:27:05.370 --> 00:27:08.990

Cooper City Hall: it flips on you. Okay, so you don't.

176

00:27:09.330 --> 00:27:13.439

Cooper City Hall: Yeah. I was, gonna say, too, like, maybe we can have a single calendar.

177

00:27:15.400 --> 00:27:16.900

Cooper City Hall: I don't know whatever

178

00:27:17.140 --> 00:27:19.198

Cooper City Hall: easier. So I'm just thinking,

179

00:27:19.720 --> 00:27:22.610

Cooper City Hall: I'll include one at my house. What I'm hearing

180

00:27:23.190 --> 00:27:24.170

Cooper City Hall: is.

181

00:27:24.400 --> 00:27:27.499

Cooper City Hall: hey? We're going to get the information to them. But

182

00:27:27.760 --> 00:27:30.700

Cooper City Hall: it's not gonna be first.st He'll be accurate.

183

00:27:30.890 --> 00:27:33.039

Cooper City Hall: But we're not out there to be. First, st

184

00:27:33.140 --> 00:27:34.599

Cooper City Hall: there will be a delay.

185

00:27:34.960 --> 00:27:38.380

Cooper City Hall: That's government. I don't like running government by government.

186

00:27:38.910 --> 00:27:43.059

Cooper City Hall: If the private entities out there can run it

187

00:27:43.180 --> 00:27:47.449

Cooper City Hall: where they see a brand opening is going to occur.

188

00:27:47.760 --> 00:27:52.789

Cooper City Hall: Wow! How can they put it out there? And we're waiting. We're waiting 10 months for Garth.

189

00:27:53.990 --> 00:27:55.090

Cooper City Hall: because

190

00:27:55.700 --> 00:28:01.889

Cooper City Hall: we hired you 10 months ago, we said, we want one thing website. We're just beginning to work on it. Now.

191

00:28:02.150 --> 00:28:06.719

Cooper City Hall: now you can. You can fault Cooper City with that

192

00:28:06.840 --> 00:28:10.939

Cooper City Hall: can also accept the responsibility because you know what was in the contract.

193

00:28:11.770 --> 00:28:13.030

Cooper City Hall: We sat on it.

194

00:28:13.220 --> 00:28:14.369

Cooper City Hall: You shadow me.

195

00:28:15.270 --> 00:28:24.380

Cooper City Hall: Yeah, we got nowhere. That's not really fair, though I'm I'm equal in in saying we're at fault as well.

196

00:28:24.810 --> 00:28:29.160

Cooper City Hall: So now we're 10 months later, and what I'm hearing from you, Mike is

197

00:28:29.330 --> 00:28:34.039

Cooper City Hall: we're gonna do it. But we gotta get approval from XY and Z.

198

00:28:34.350 --> 00:28:37.390

Cooper City Hall: And I don't dispute that you need accuracy.

199

00:28:37.500 --> 00:28:39.059

Cooper City Hall: But you need speed.

200

00:28:39.200 --> 00:28:43.939

Cooper City Hall: You need to be the 1st out there. Otherwise it's going to be not

201

00:28:43.950 --> 00:28:48.399

Cooper City Hall: everyone going to our website for any kind of information

202

00:28:48.620 --> 00:28:51.279

Cooper City Hall: particularly current or live.

203

00:28:52.000 --> 00:28:53.559

Cooper City Hall: We're terrible at that.

204

00:28:53.910 --> 00:28:58.440

Cooper City Hall: We need to be number one at that. Then they'll come to the website.

205

00:28:58.670 --> 00:29:02.180

Cooper City Hall: But until we do that, make it convenient.

206

00:29:02.300 --> 00:29:06.289

Cooper City Hall: make it accurate, make it easy, user friendly.

207

00:29:07.210 --> 00:29:24.149

Cooper City Hall: but live, if not current. And I hate current, because current after an hour, it's all out there because other sites will take the information and take the credit for it. I'm not looking for credit as much as I am for credibility.

208

00:29:24.760 --> 00:29:30.721

Cooper City Hall: I I think, just to interject. I think you're talking more about social media and other platforms than websites, though.

209

00:29:31.410 --> 00:29:32.680

Cooper City Hall: True. But

210

00:29:32.700 --> 00:29:36.139

Cooper City Hall: what what? I'm what I've what I've heard from this commission

211

00:29:36.180 --> 00:29:42.470

Cooper City Hall: particularly. It's well, if you want the information, go to. No, there's 1 answer, go to our website

212

00:29:43.180 --> 00:29:52.000

Cooper City Hall: period. And and I'd love to find on the website because I did what you tried doing, and I couldn't find a simple thing.

213

00:29:52.340 --> 00:29:55.139

Cooper City Hall: But it's on the calendar. Mayor's chess challenge.

214

00:29:55.240 --> 00:29:57.790

Cooper City Hall: Gee, where is that? I didn't see it on your wreck.

215

00:29:59.100 --> 00:30:01.970

Cooper City Hall: What is it under finance? I don't know.

216

00:30:02.270 --> 00:30:05.250

Cooper City Hall: We'll look at the calendar. Well, if I knew when it occurred.

217

00:30:05.280 --> 00:30:11.750

Cooper City Hall: because I'm just a participant kid who wants to go play? Do I know when? No

218

00:30:11.790 --> 00:30:15.890

Cooper City Hall: does mom and dad no one know? So you want them to go through all 30 days

219

00:30:15.930 --> 00:30:17.829

Cooper City Hall: on the calendar. No.

220

00:30:18.080 --> 00:30:20.960

Cooper City Hall: where's the mayor's chess challenge? I don't know

221

00:30:22.340 --> 00:30:25.220

Cooper City Hall: the that's just one issue.

222

00:30:26.360 --> 00:30:31.550

Cooper City Hall: There are so many others so you need. And yes, you are right. The social media is where it's at.

223

00:30:31.840 --> 00:30:36.549

Cooper City Hall: The website is where it's at, because I need the convenience of

224

00:30:36.980 --> 00:30:43.010

Cooper City Hall: if I want to pay my bill. Or if I want to complain about something we used to have, see, click, fix.

225

00:30:43.820 --> 00:30:49.750

Cooper City Hall: did we have to input and do all that kind of stuff that we're doing with text. Gov.

226

00:30:50.660 --> 00:31:09.309

Cooper City Hall: see, click, fix. Mostly worked off of an image, and you could text information in. But it did not. I. I will say text, my Gov gives you a little more flexibility on the staff side. So, for example, somebody on the A resident may get we didn't get that, or

227

00:31:09.350 --> 00:31:37.200

Cooper City Hall: we didn't understand. In a sense, I will see that on the dashboard on our end. And I can actually send a text message back to the Resident and say, Thank you for texting. You know we see your message. You didn't come to what you were looking for. How can I help you? And now it's more of a person to person, and then I can help directive. If it's something that requires public works. You know I I would kind of relay it over towards down. If I, if it was utilities, I relay it over to their administration, and

228

00:31:37.350 --> 00:32:02.320

Cooper City Hall: in a sense that's now a touch point where the Resident, I I feel, feels an appreciation that somebody actually was listening and and reaches out, and and that brought great segue because it brought me to my next point of when we're on the website most of the time you're going to be able to have the frequently asked questions answered terrific. But when I need to talk to an individual.

229

00:32:03.160 --> 00:32:10.790

Cooper City Hall: how do I do that? Because I still need, and and the conference that you put on for the employees terrific.

230

00:32:10.850 --> 00:32:14.169

Cooper City Hall: The the gentleman, David, I think.

231

00:32:14.530 --> 00:32:42.720

Cooper City Hall: April. He was terrific, and and the idea of getting in touch with the person, and if it's the wrong person. At least I know how we're going to answer that of let me get you to the right person. Let me have them contact you. It will be done. It's service. When I'm on a computer. I get, you know I'm not. I'm technology challenged. And I get frustrated. I want to do it. The old fashioned way. Give me a person

232

00:32:42.730 --> 00:32:45.000

Cooper City Hall: I need to be able to opt out.

233

00:32:45.070 --> 00:32:50.450

Cooper City Hall: Go call, whoever. And you're gonna you're gonna provide that number.

234

00:32:50.490 --> 00:32:58.140

Cooper City Hall: The website needs to be all encompassing. It needs to be live. It needs who's going to be responding the webmaster. I assume

235

00:32:58.790 --> 00:32:59.730

Cooper City Hall: so

236

00:32:59.950 --> 00:33:12.279

Cooper City Hall: in in the vision that I would have. Mary. You have an AI chat bot that chat Bot allows you to speak to it just as you would a person. But of course a human is always going to be better at this point, then

237

00:33:12.380 --> 00:33:38.460

Cooper City Hall: the technology at hand, so there will be an opportunity. It will be able. Let's say you're asking about a utility bill. It will provide the phone number to our utility billing customer service. Now, of course, that's if it's Monday through Friday. During normal business hours. Of course it'll include that information and how it will provide that conversation. In a sense, it's going to be taking the information that's on our utility billing customer service page

238

00:33:38.460 --> 00:33:56.179

Cooper City Hall: and just implementing into a conversation. So it'll give you. So, for example, if you're on your smartphone, you could text it just like you would on a laptop and on it'll underline the phone number just as you would, so that you can tap it. It dials immediately for you. It would also provide an email address.

239

00:33:56.620 --> 00:34:15.239

Cooper City Hall: if it's an emergency, it will actually provide that information as well. If this is a utilities emergency, please call our 24 7 number. So it's meant to be as if you're speaking to a human and provide you with the best information it can. If it can't answer your question right there in that moment.

240

00:34:15.560 --> 00:34:18.609

Cooper City Hall: and we'll and if I if I may, Mr. Mayor, please, because

241

00:34:18.880 --> 00:34:23.049

Cooper City Hall: and I went to a session last week about artificial intelligence.

242

00:34:23.975 --> 00:34:25.675

Cooper City Hall: and one of the

243

00:34:26.170 --> 00:34:29.550

Cooper City Hall: The points that they drove home was that

244

00:34:29.639 --> 00:34:36.349

Cooper City Hall: you are going to be seeing significant reductions in the amount of website traffic that is happening.

245

00:34:36.900 --> 00:34:37.730

Cooper City Hall: Why?

246

00:34:38.520 --> 00:34:39.540

Cooper City Hall: Because

247

00:34:39.650 --> 00:34:45.490

Cooper City Hall: if you are interested in finding out, when is the Cooper City's mayor's chess challenge?

248

00:34:45.850 --> 00:34:49.740

Cooper City Hall: You just ask that question. And you're going to get the answer

249

00:34:49.880 --> 00:34:50.989

Cooper City Hall: in here

250

00:34:51.440 --> 00:34:54.249

Cooper City Hall: by by Via voice. Now.

251

00:34:54.699 --> 00:35:02.950

Cooper City Hall: So instead of having to go Ww. Cooper City website, parks and Rec department recreation activities. You know. Now.

252

00:35:03.060 --> 00:35:15.509

Cooper City Hall: the importance of the website is the content management system that it has, because AI can only find information that's there. And that is logically structured. Okay, so

253

00:35:16.360 --> 00:35:22.459

Cooper City Hall: people that you said that you're not computer savvy? It's going to be a lot easier just to ask a question to your phone.

254

00:35:22.750 --> 00:35:27.639

Cooper City Hall: Let the phone figure out the answer and bring that over to you. So

255

00:35:27.860 --> 00:35:29.820

Cooper City Hall: the work still needs to happen.

256

00:35:30.330 --> 00:35:35.409

Cooper City Hall: And but how people access information is going to be changing over the next decade

257

00:35:35.940 --> 00:35:36.730

Cooper City Hall: joke.

258

00:35:36.960 --> 00:35:49.130

Cooper City Hall: It's full part of it. But that's only information based. If you want to go, do something, sign up for a class rent the community center. Do something. So let me ask this question, what's our most

259

00:35:49.680 --> 00:35:51.940

Cooper City Hall: popular or visited pages

260

00:35:52.070 --> 00:35:56.270

Cooper City Hall: like, what's the most? The calendar. The calendar is number one.

261

00:35:56.290 --> 00:36:20.970

Cooper City Hall: that page, and then it depends also on the week. So E. News or E. Newsletter that goes out on Thursday drives a lot of what Link is going to be high on a certain week. So it could be the news page if there was some form of info that was put there. And then, at the same time, it's also utility billing customer service. I'd say those are your top 3

262

00:36:20.980 --> 00:36:25.419

Cooper City Hall: on on a recurring basis, because that's

263

00:36:25.630 --> 00:36:37.080

Cooper City Hall: I mean, the E, the newsletter shouldn't really drive too much. Because there's nothing you can do. I mean, that'd be information based, like in our news is not updated ever. You know what I mean?

264

00:36:37.886 --> 00:36:41.949

Cooper City Hall: We have like 5 things ever on there. But

265

00:36:42.120 --> 00:36:45.955

Cooper City Hall: we have to, we really need to think about the user experience. So

266

00:36:47.900 --> 00:36:51.890

Cooper City Hall: if we're if I I, you should be able to open a water account online.

267

00:36:52.890 --> 00:37:03.030

Cooper City Hall: you you should. It's it's that easy. Now, you know we don't. We have a form on there. You can then download. But that that is what I was talking about the functionality behind. The things that you can do in the website

268

00:37:03.050 --> 00:37:04.940

Cooper City Hall: is, is a completely

269

00:37:05.310 --> 00:37:07.800

Cooper City Hall: different component to to this.

270

00:37:07.840 --> 00:37:12.080

Cooper City Hall: So it is the content management. It is the content.

271

00:37:12.280 --> 00:37:20.269

Cooper City Hall: It is a quality control, and it's a function, the functionality behind things. So you can complete transactions in in the website. But

272

00:37:20.690 --> 00:37:26.439

Cooper City Hall: now, none of these companies are going to give you those transactions. It is the systems behind it

273

00:37:26.550 --> 00:37:40.729

Cooper City Hall: that are going to allow you to register. That's us, though that's on us. So completing A, I'm not saying it's not on us like it's not going to be the website functionality correct? Well, that's what I'm saying, we have to. We need to

274

00:37:41.150 --> 00:37:51.190

Cooper City Hall: like the URL to complete a water thing is not going to be any set website. We buy absolutely right. And that. That's where we right now have the technology to hit us. Submit, you know.

275

00:37:51.570 --> 00:37:59.149

Cooper City Hall: and and like, that's where it's where we we need to. Even if we're starting with the most popular visited things right.

276

00:37:59.230 --> 00:38:00.410

Cooper City Hall: And then.

277

00:38:01.090 --> 00:38:04.649

Cooper City Hall: you know, branching out, hold on, I have Commissioner Melosi. Then you

278

00:38:06.780 --> 00:38:09.340

Cooper City Hall: here are some things I'd like to see

279

00:38:10.165 --> 00:38:12.599

Cooper City Hall: when you're looking at the website.

280

00:38:12.850 --> 00:38:20.869

Cooper City Hall: one I'd love to see a color coded calendar. Each department has a different color. I know in my family. We have a color coded calendar.

281

00:38:20.870 --> 00:38:45.810

Cooper City Hall: You're laughing, but it works so I can look, and I know that pink is me. So everything that I have, we have, you know, we have them. You know what people that are colorblind. And I understand that we have one. We have one here, so you could potentially do a symbol with a color. So Parks and Rec could be a child running

282

00:38:45.810 --> 00:38:53.390

Cooper City Hall: and utilities could be a water faucet. And you all can get creative. If you're making a website, what would public works be?

283

00:38:53.570 --> 00:39:07.059

Cooper City Hall: A monopoly truck? There you go so you could figure something out so it could be both in case there is someone that's colorblind. Sorry about that. I did not mean to discriminate against you. So.

284

00:39:07.450 --> 00:39:36.219

Cooper City Hall: But I know personally for me it's easier to look. And I know what I can and can't click on, or what I have to look at, because we like feel like we love our electronic calendars, but sometimes, seeing everything on the wall on an erasable calendar, is a win win at a quick, at a glance. I will also say that I use our calendar online all the time, and while I appreciate it, when I'm going, I have to click, and then it will open up. But I can't tell.

285

00:39:36.764 --> 00:39:58.825

Cooper City Hall: What is that? So if it was, if I knew that this was pink, make less things that I would have to click on because I know that this event has a star on it. But is it because it's a commission event, because it's a recreation event, and I may not want it. If it's a public works event I may not care. So one less thing that I have to worry about also

286

00:39:59.630 --> 00:40:14.019

Cooper City Hall: on our website, you know again. Top 10 frequently asked love it more elaborate would be wonderful for all residents. But I'd also like to see breaking news because we have people

287

00:40:14.020 --> 00:40:33.620

Cooper City Hall: that are constantly on social media. And we have people that are very involved. And we have our students, and we have parents, and we have everybody that wants to know what's constantly going on. Traffic is no longer working here, there, etc, etc. And you, Mr. Cabello, are are posting things for

288

00:40:33.620 --> 00:40:44.660

Cooper City Hall: our fire and our police department, and I appreciate that. But someone can also, quickly. For some reason, if they're looking, we can know breaking news as of 10 0, 3. This happened

289

00:40:44.910 --> 00:40:51.680

Cooper City Hall: and have a category. If someone wants to look, not everybody gets things on their phone. What can we talk about that?

290

00:40:52.230 --> 00:40:55.899

Cooper City Hall: When I'm done. I don't want you to break my chain of thought like you said to me.

291

00:40:56.860 --> 00:40:57.710

Cooper City Hall: So

292

00:40:57.720 --> 00:41:21.639

Cooper City Hall: things like that. Because again, parents want to know up Cooper City high schools on a code yellow? Why, and then all the misinformation comes out and all heck break loose breaks loose, and then you got pioneer, and what's going on over here? You're getting your information directly from the source. You are one of the 1st people that he's going to contact. You're on the A list for lack of a better word, so you can immediately put that out, Bam.

293

00:41:21.820 --> 00:41:34.080

Cooper City Hall: if he doesn't want you to put it out. You know. Obviously, you're not going to put it out. But you know, and then, as far as again, traffic lights, traffic accidents avoid this area and and then useful tips. And

294

00:41:34.170 --> 00:41:41.170

Cooper City Hall: again, I I agree with Commissioner Schroeder user friendly and in all honesty to see if something's user friendly.

295

00:41:41.340 --> 00:42:02.130

Cooper City Hall: Take it to me because we all know I'm inept. When it comes to computers. If I can do it, then anyone can do it. And, Mr. Lopez, I'll I'll back you on that one. But you also have some seniors that are in the community center all the time, and they are not the most tech savvy. But if they can go on, anyone can

296

00:42:02.680 --> 00:42:03.610

Cooper City Hall: so

297

00:42:04.000 --> 00:42:21.290

Cooper City Hall: show it to them. Hey, can you find this and then see if they can find the mayor's chess challenge, or how they pay a utility bill, or, you know, just for grins and giggles. Can you do this? And if

they can, and you know it should be good for anyone else, and also give it to your give it to your team counsel, because they can do it in 2 seconds flat.

298

00:42:21.450 --> 00:42:30.460

Cooper City Hall: But maybe someone that's a little older will take longer. Just my 2 cents. Thank you. So Commissioner Katzman and Commissioner

299

00:42:30.941 --> 00:42:56.280

Cooper City Hall: just as an example we were talking about, you guys were talking about the calendar like I went to the websites that are listed here. Some of them are not great, but sunrise, I think, is pretty good, and I think is what you're talking about has a filter. So basically you can hit the dropdown on categories. You get our kids and family meetings, park events, etc, and then you get it. You can also filter it by department. So just just as an example, I'm sure they're going to make it even better.

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00:42:56.280 --> 00:43:06.392

Cooper City Hall: But but just as an example that that function exists, and it's not necessarily color coded. And actually, probably the the content management system that we select will have a

301

00:43:07.470 --> 00:43:27.492

Cooper City Hall: I don't know. Break the term like a disability, checker in it as well, or like a accessibility. Sorry accessibility checker where they'll be, they'll flag anything that's not accessible to people like who are colorblind or blind, or or blind, or anything else. Right? The other thing I was just gonna tag on what Commissioner Schroder was talking about with the

302

00:43:29.620 --> 00:43:35.439

Cooper City Hall: water Bill, or whatever those are. All. For the most part, I think those are going to be like widgets or or things that.

303

00:43:35.820 --> 00:43:38.379

Cooper City Hall: like the event registration page we have

304

00:43:38.660 --> 00:43:39.639

Cooper City Hall: is not

305

00:43:40.000 --> 00:43:51.000

Cooper City Hall: part of our Cms, it's an add on that. So basically, it's just linking to that's going to be the same thing with the the calendar may be the same thing. So we're we're talking stuff like they're they're not building a website

306

00:43:51.330 --> 00:44:12.609

Cooper City Hall: like there, you know, we have to. And that's what I was saying. Like, you're saying the breaking news thing. We have to understand how it works. We don't want him, or whoever to have to go put it on another site. The thing is, is there a functionality that can that can feed in. Yeah, if could. But we, we're we start paying attention to those things. We're gonna it's

307

00:44:13.299 --> 00:44:23.090

Cooper City Hall: that's really, really micro. We have to look at this from a macro level. I mean, we still have the Twitter sign on the top of our banner

308

00:44:23.470 --> 00:44:25.149

Cooper City Hall: on our website.

309

00:44:25.170 --> 00:44:27.389

Cooper City Hall: I know. But that's you know. So

310

00:44:27.920 --> 00:44:38.420

Cooper City Hall: we have to look at a macro thing like their calendar might be back to. I don't know if it's their Cms system, or if it's their Rec. Pro. What does it say that? URL?

311

00:44:38.730 --> 00:44:43.619

Cooper City Hall: No, it's part of it's Granicus. Oh, is it? Okay? Yeah.

312

00:44:44.449 --> 00:44:47.859

Cooper City Hall: But you know, we. So we have to know.

313

00:44:49.140 --> 00:44:51.520

Cooper City Hall: We we you guys need to, because

314

00:44:51.680 --> 00:44:56.439

Cooper City Hall: we might tell you something like Commissioner Melosi might want it color coded. But there would have to be a

315

00:44:56.470 --> 00:45:00.319

Cooper City Hall: software. We have that whatever feeds in has to have that ability.

316

00:45:00.530 --> 00:45:13.069

Cooper City Hall: you can't. I mean, you're not going to be making colored things. Yeah. And I understand, Commissioner, and part of, for example, something as small as a social media logo is part of the experience that leads us with

317

00:45:13.260 --> 00:45:17.009

Cooper City Hall: knowing what we want for the future. When I asked Catalyst.

318

00:45:17.060 --> 00:45:21.872

Cooper City Hall: can we update these Logos? It's not just that one there. The others need some updating as well.

319

00:45:22.190 --> 00:45:48.579

Cooper City Hall: It was, gonna take a complete redesign of the homepage in order to make that happen with billable work. So I asked myself the same question, and that's that's what leads to the frustration about this is why we are looking for a new option, obviously but learning from the past. And it was brought up. When when was it that we started with catalyst? And the answer was, early 2021. We're doing this again.

320

00:45:48.850 --> 00:45:52.349

Cooper City Hall: It's learning from that that. Obviously, we want a website.

321

00:45:52.510 --> 00:46:16.220

Cooper City Hall: The word I keep using with a lot of the vendors is, can you adapt? Can you evolve? Can these pages change as the needs change? And most of them say yes, I mean, not one of them has said

No, opt for obvious reasons. But it's it's with that in mind, that look we need to be able to adapt. And if something needs to look different on a mobile phone rather than what you have on a web page

322

00:46:16.220 --> 00:46:36.930

Cooper City Hall: that you have that ability, and and most of them do so, you can pop it up, and you can change font or or size depending on what you want. If you want it on a desktop to look a certain size, then you can do that. And then on a phone, you can change. So all of these are giving us answers as to what we're dealing with right now. What can help us for the future.

323

00:46:37.000 --> 00:46:39.360

Cooper City Hall: if I may.

324

00:46:39.550 --> 00:47:02.440

Cooper City Hall: I would like, if I may. And I do want today, because we do have a lot of exercises. But this has been extremely helpful and very important feedback. I would like to summarize and just recap that. We hear you loud and clear. In fact, before today we've been talking to Michael and city manager, and and they've conveyed to us the feedback that you had already provided.

325

00:47:02.440 --> 00:47:19.640

Cooper City Hall: So to recap the last few months, we, as a team, have recognized that your current website has a lot of challenges. It is not what you need. It's not what you want. It's not intuitive. It's not user friendly. A lot of the thing that a lot of the feedback that you just said

326

00:47:20.990 --> 00:47:34.780

Cooper City Hall: we looked at. Can we fix it on in the current platform? And that's just not a viable solution. So we've looked at best practices. We've looked at, you know, the best path forward, and as you heard from the city manager, the path forward is

327

00:47:34.840 --> 00:47:52.239

Cooper City Hall: to really get you to where you want to be. We need to get a provider on the back end, a website provider that can offer the functionality, the flexibility, and the breadth of resources that we need. So in the meantime we are restricted to how, what we can do. But we'll

328

00:47:52.450 --> 00:48:12.669

Cooper City Hall: working with Michael to do our best to try to keep the content as updated as possible. What our priority is is the plan. And I just want to emphasize that because you're absolutely right, we cannot. We have to have a framework. We have to have a plan that outlines very clearly the functionality of the website.

329

00:48:12.670 --> 00:48:27.979

Cooper City Hall: not just the content, but 1st and foremost, the functionality, how it's going to be organized, how it's going to be structured. And then the content, of course, and then in hiring that firm, we pick the firm that will help us on the back end program it the way that

330

00:48:27.980 --> 00:48:32.543

Cooper City Hall: it can function efficiently. So that's our game plan.

331

00:48:33.300 --> 00:48:34.130

Cooper City Hall: in

332

00:48:34.380 --> 00:48:50.389

Cooper City Hall: creating that framework. And that plan, we are going to incorporate the feedback that we have heard from you. But in addition to that I think I I heard from a couple of you Commissioners, Commissioner Schroeder. I know you mentioned it that it has to be from the user's perspective.

333

00:48:50.390 --> 00:49:04.520

Cooper City Hall: One of the exercises in the back of this is, how do we get input from your constituents? So we do want to hear from them what what functionality is most important to them, or what information do they want to get

334

00:49:04.540 --> 00:49:16.189

Cooper City Hall: access to quickly and easily, so that will be part of our process in the planning process in this planning exercise is to get some input from the community to be honest, that that

335

00:49:16.200 --> 00:49:18.608

Cooper City Hall: to me is not going to be very

336

00:49:19.940 --> 00:49:21.680

Cooper City Hall: fruitful, because.

337

00:49:22.040 --> 00:49:26.869

Cooper City Hall: you know, I don't know. I want. You know you know what I mean, like you don't know what you don't know

338

00:49:27.060 --> 00:49:31.735

Cooper City Hall: like what would a what would a resident say? I don't know if I need something. I want to be able to do it.

339

00:49:32.000 --> 00:49:33.050

Cooper City Hall: So

340

00:49:33.230 --> 00:49:39.970

Cooper City Hall: you know. I don't know that that I hope you're not wait. You might be wasting your time to go out now. Well, ask the public. Oh, what do you want, you know, then

341

00:49:40.420 --> 00:49:47.079

Cooper City Hall: we have to not reinvent the wheel, find something that looks really good, and then just use data to build off it like the most accurate

342

00:49:47.110 --> 00:49:58.810

Cooper City Hall: or the most often visited things. And and just right, because you're asking us. And we don't even know I need a collaboration of website with Facebook, with Instagram, etc, etc.

343

00:49:58.970 --> 00:50:01.137

Cooper City Hall: Great segue! Thank you.

344

00:50:02.300 --> 00:50:03.630

Cooper City Hall: I'll jump on that.

345

00:50:03.830 --> 00:50:08.529

Cooper City Hall: So great segue. So we we did spend some time talking about the website. But it.

346

00:50:08.600 --> 00:50:22.039

Cooper City Hall: you know your communications. Program and strategy is more than just that, and it has to be integrated. It has to be coordinated. So we would like to talk about some of the other platforms. But I do want to take a few minutes just to share where.

347

00:50:22.740 --> 00:50:27.049

Cooper City Hall: at least from our perspective what we've been focused on.

348

00:50:27.760 --> 00:50:42.830

Cooper City Hall: Mr. Mayor, you did mention. Yes, we were hired on October 10.th the services that we were hired to perform our scope of work was really specifically graphic design, social media and website updating more from a con essentially content development.

349

00:50:43.370 --> 00:50:53.899

Cooper City Hall: We met with the city manager. On November second, and in that meeting we were provided direction on what to prioritize first, st and that's really where

350

00:50:54.020 --> 00:51:08.820

Cooper City Hall: our 1st few months we spent our time. What did we focus on? 1st and foremost, we were asked to focus on the branding and more from the standpoint of helping to develop a a style guide to

351

00:51:10.310 --> 00:51:12.919

Cooper City Hall: help ensure consistency

352

00:51:12.950 --> 00:51:30.790

Cooper City Hall: across your brand branding platform so that your Logos were you being used consistently, your colors are being used consistently. We did help to redesign the business card and a couple of Logos, but so our 1st assignment was, look at our branding guidelines, get them to a place where they're consistent.

353

00:51:31.354 --> 00:51:43.759

Cooper City Hall: In addition to that, we were asked to prioritize some of the print and collateral materials and redesigning those and helping to write and develop the content. That was the Newsletter, the printed newsletter.

354

00:51:43.840 --> 00:51:56.590

Cooper City Hall: which is mailed to about 12,000 homes. I'm going to go through these quickly. But please stop me because I I do want to get to the exercises. So. But I have 2 comments I want to add on the on the printing and digital materials, because

355

00:51:56.920 --> 00:51:58.889

Cooper City Hall: sometimes the

356

00:51:59.120 --> 00:52:01.440

Cooper City Hall: the customers that we think we're serving

357

00:52:01.500 --> 00:52:04.709

Cooper City Hall: are not the ones who want the the information.

358

00:52:04.770 --> 00:52:06.669

Cooper City Hall: The citizens economy

359

00:52:06.840 --> 00:52:09.670

Cooper City Hall: we had seen on the table over there

360

00:52:09.940 --> 00:52:12.049

Cooper City Hall: 2 ladies that I will say

361

00:52:12.430 --> 00:52:19.910

Cooper City Hall: in the 75 to 80 years old, which would have been the perfect demographic that we're thinking that they want

362

00:52:20.000 --> 00:52:21.700

Cooper City Hall: print material

363

00:52:22.260 --> 00:52:23.609

Cooper City Hall: they both ask

364

00:52:24.210 --> 00:52:27.559

Cooper City Hall: is a way to exempt ourselves up from the print material

365

00:52:27.790 --> 00:52:29.589

Cooper City Hall: because we think it's a waste of money.

366

00:52:29.930 --> 00:52:40.850

Cooper City Hall: Okay? So my answer is sure we'll we'll figure it out. Yeah. But so not every senior is looking to get print material. They were perfectly happy with digital material.

367

00:52:40.920 --> 00:52:52.120

Cooper City Hall: Yeah. So we're gonna find a way to in in the next time that we send it out. Say, if you want to exempt yourself. This is where you call or this, will you email? And they get get exempted.

368

00:52:53.040 --> 00:53:02.840

Cooper City Hall: The other thought that I wanted to get some feedback from the Commission was at the at the conference. There was also in the exhibit hall there was a company that.

369

00:53:03.370 --> 00:53:08.660

Cooper City Hall: and paid for the printing material with the option that

370

00:53:08.670 --> 00:53:36.173

Cooper City Hall: they will provide marketing material advertising, you know, and sell advertising revenue. And I, when I talked to them, I think that they said that for every 10 pages of material, and they take about a page and a half for advertising. The the city will have certain options in terms of the advertising material being family friendly and and all things like that.

371

00:53:36.630 --> 00:53:45.800

Cooper City Hall: But I didn't know if there was appetite, for from the Commission to explore a sponsor, quote unquote to pay for the print material

372

00:53:46.880 --> 00:53:53.570

Cooper City Hall: and say, why not? It's revenue producing. It's a win-win for the business and for us revenue saving

373

00:53:53.980 --> 00:54:07.209

Cooper City Hall: correct. Okay? Well, then, then, I'm not saying that we're going to be able to make a deal. But I at least I just wanted to look at some, some directions. Are we printing, though? Just one newsletter every quarter? Yeah, yeah. I mean.

374

00:54:07.570 --> 00:54:12.440

Cooper City Hall: so they want to be able to have the bill, the ability to print that newsletter.

375

00:54:12.500 --> 00:54:17.020

Cooper City Hall: are they? Gonna they will cover the cost of printing, the cost of mailing.

376

00:54:17.100 --> 00:54:21.798

Cooper City Hall: and they will basically then allocate some space for them to sell advertising.

377

00:54:22.850 --> 00:54:26.600

Cooper City Hall: But if we're gonna keep doing this newsletter, I I really don't.

378

00:54:26.880 --> 00:54:28.899

Cooper City Hall: I'm not a fan of the newsletter.

379

00:54:28.980 --> 00:54:42.930

Cooper City Hall: I I know I tried to, but it's still it's yeah. Free is better than costing. I don't really think it delivers much useful information. I tried to eliminate it a couple of years ago in the budget here process and

380

00:54:43.020 --> 00:54:44.452

Cooper City Hall: didn't happen. But

381

00:54:45.690 --> 00:54:47.390

Cooper City Hall: If we're going to do it.

382

00:54:47.690 --> 00:54:49.459

Cooper City Hall: at least like, let us

383

00:54:49.570 --> 00:54:53.279

Cooper City Hall: generate content. You know we we get to write articles for

384

00:54:53.730 --> 00:55:02.120

Cooper City Hall: Drw, which I guess is holding now. But I think they're gonna evolve into something else. And but like, maybe we

385

00:55:02.730 --> 00:55:17.950

Cooper City Hall: include those articles in here like it's you know, or or I don't know something where I I just think that the information that's sent. Maybe it's cause I'm an in. I don't want to say I'm an insider, but like we're all insiders, we we know what's going on. I opened it up, and I was like, this isn't really anything

386

00:55:18.850 --> 00:55:29.454

Cooper City Hall: they needed to know. No offense. I know your bio, but it just wasn't, and I have heard comments that somebody called me the other day and asked

387

00:55:29.930 --> 00:55:38.770

Cooper City Hall: about the there was an extra that we used to do to summarize what happened at the commission meetings, and it was like, this is like.

388

00:55:38.920 --> 00:55:42.129

Cooper City Hall: I didn't have to watch the meetings. I would like, read the excerpt.

389

00:55:42.290 --> 00:55:49.009

Cooper City Hall: and if I saw something that was, you know, relevant to me. Then I'll go and watch it. But I don't have, you know. So some people find it

390

00:55:49.090 --> 00:56:01.510

Cooper City Hall: interesting. You, you, we think, is boring because we've been through the entire meeting. But I remember I recall a number of years ago that was one of the arguments that our residents had was that they weren't receiving enough

391

00:56:01.690 --> 00:56:10.222

Cooper City Hall: communication from the city, and that the newsletter that we weren't provide, that we were providing at the time it wasn't

392

00:56:10.640 --> 00:56:18.770

Cooper City Hall: It wasn't robust, it wasn't. It didn't have information that they felt was important to them. And that's why we

393

00:56:18.860 --> 00:56:30.320

Cooper City Hall: I think that's why we redesign and change the the newsletter, the and and I think at at this point believe it or not, and it hasn't been brought up, and and it should be addressed is.

394

00:56:30.560 --> 00:56:35.609

Cooper City Hall: we all are going in the direction of being environmentally sensitive.

395

00:56:36.050 --> 00:57:04.229

Cooper City Hall: This is going to be recycled because I know, just like every campaign literature I get you. Look at it for 10 seconds, and you recycle it. This is recycled as well. Is it something that we need to be recycled? Or should we take the additional step and only go with Internet on computer, social media, whatever you want to say? But can we not do away with this cost if you will, and I know it may not be a cost to us anymore.

396

00:57:04.230 --> 00:57:14.150

Cooper City Hall: But then drive everyone to the website, maybe have something like this on there. These are just thoughts that I, I think.

397

00:57:14.550 --> 00:57:18.360

Cooper City Hall: beg to be asked in in light of the solid waste authority.

398

00:57:18.620 --> 00:57:37.589

Cooper City Hall: I don't know. You circle back to that. But so a couple of thoughts on that one, our timing on our newsletter is bad, because the last time I got it I opened it up in the in. Some of the events had passed. Yeah, you know, like we gotta you know. So but number 2, I think we should try to look at.

399

00:57:38.500 --> 00:57:40.299

Cooper City Hall: and if you're still killing a tree

400

00:57:40.891 --> 00:57:53.699

Cooper City Hall: no, I think we should look at doing the free one, because when I walked by, that Guy suckered me into this story, too, and he was actually pretty good. He used to be a city manager, and he said that that's how he found that, you know, he

401

00:57:53.860 --> 00:58:14.400

Cooper City Hall: was using this company at 1 point, and he found that when they were trying to fight social media stuff it was more authoritative when they were trying to put out information on maybe infrastructure project or something. People are getting it. Because, he said with social media, you just could never fight it, you know you could never chase it. You can never chase the comments all night, you know, even if it's accurate. So if it's free.

402

00:58:14.980 --> 00:58:26.740

Cooper City Hall: I think that wouldn't be a bad idea to to try to do it, and they'll tell us real quick if it's not worthwhile. They're gonna you know. Nobody's yeah, let's let's take a look at my, maybe more long form like.

403

00:58:26.980 --> 00:58:31.970

Cooper City Hall: But he said it could be as long as you want, we can add, well, that's what I'm saying, but more informative than like

404

00:58:32.350 --> 00:58:34.689

Cooper City Hall: correct of tomorrow's event is the

405

00:58:34.770 --> 00:59:03.330

Cooper City Hall: it was yesterday or yesterday. We can be very authoritative on the water. The water thing is, I hear that over and over again. My bill used to be 60 now it's 120. Well, you got a working meter, you know. That's something we could, you know we should. Maybe we put a thing that we're going back after the people with the non working. Then it won't be complaining, but there are options for us to do it.

406

00:59:03.540 --> 00:59:05.910

Cooper City Hall: you know, and for free. So

407

00:59:05.970 --> 00:59:31.739

Cooper City Hall: not a problem. So all good points. So you do have a print option and a digital option. I will say that if you're trying to optimize and maximize reach, then you do want to have as many options

in terms of communication platforms as you as you're able to and make sense. So for the digital. My comment on the digital is, there's always folks that are going to want the printed version

408

00:59:31.930 --> 00:59:39.440

Cooper City Hall: right? So we don't want to exclude them, but digital is also an a great opportunity to embed.

409

00:59:39.720 --> 00:59:42.590

Cooper City Hall: to look, to, to have to

410

00:59:42.690 --> 00:59:44.210

Cooper City Hall: access, to analytics.

411

00:59:44.330 --> 01:00:07.349

Cooper City Hall: to to analyze. You know what content is being read. The most. You know what images are being. And you can actually, now, there's platforms that we can use to actually embed questions and surveys. Did you like this article? You can click, click the like button. That sort of thing. So digital is an amazing is is really ideal for getting input and feedback from the community. So we can optimize the content as well.

412

01:00:08.008 --> 01:00:16.590

Cooper City Hall: We have been working the last few months to also increase and enhance the digital content. Because in today's

413

01:00:17.540 --> 01:00:39.589

Cooper City Hall: social media world, you've got to capture their interest very quickly. Hold it as long as you can. And we know that digital content is very effective in doing that. So you've probably seen our team at the various events over the last 10 months capturing video. We've we've converted that into content for social media and on other platforms as well.

414

01:00:39.840 --> 01:00:40.540

Cooper City Hall: Right?

415

01:00:41.849 --> 01:01:04.999

Cooper City Hall: This provides just some quick. updated analytics on social media. The 1010 months prior to us coming on board in. In the last 10 months we have seen a little bit of an uptick. And I, I we think it's because the content we are pushing, more digital content, more dynamic content. On the various platforms.

416

01:01:06.080 --> 01:01:16.669

Cooper City Hall: Okay? And this also, this is really the eblast, the E-newsletter that we discussed. We are also seeing an uptick in terms of opens and on a weekly and and total basis.

417

01:01:17.544 --> 01:01:24.159

Cooper City Hall: The website, we. I'm not going to spend a lot of time on this, because I think we really covered it. We've done some

418

01:01:24.280 --> 01:01:29.280

Cooper City Hall: minor updates to the calendar and so forth. But we recognize that this really needs an overhaul.

419

01:01:30.440 --> 01:01:45.330

Cooper City Hall: Okay? So that's kind of brings us. That was just a quick recap of what we have been working on. And it gives you a framework of this is what you have today. Where do we want to go moving forward? And that's this second part of this meeting and this

420

01:01:45.971 --> 01:01:55.019

Cooper City Hall: segment of the meeting is going to be more interactive. We do have some homework assignments that we have for you. You're going faster. I still have something in branding.

421

01:01:55.480 --> 01:02:10.569

Cooper City Hall: Oh, did I skip something? No, you know you did. He just didn't have the question ready now you got it so branding. So you guys have worked on style guides, or whatever right? None of that means anything. If it's not implemented. If so, implement. Thank you.

422

01:02:11.350 --> 01:02:18.390

Cooper City Hall: So. And I'm it's just really this falls under risk. Why, why do we have the logo? When do we change the logo? How many years ago.

423

01:02:19.040 --> 01:02:20.249

Cooper City Hall: you know, like

424

01:02:20.550 --> 01:02:22.380

Cooper City Hall: the 8 10 years ago.

425

01:02:22.920 --> 01:02:29.790

Cooper City Hall: I I don't have that answer, Commissioner. I know that the the file that I have was 2,017.
So I

426

01:02:29.840 --> 01:02:33.569

Cooper City Hall: that's that's right. Now.

427

01:02:33.700 --> 01:02:35.189

Cooper City Hall: On the 28, th

428

01:02:35.450 --> 01:02:38.039

Cooper City Hall: and we'll have it back ready for.

429

01:02:38.210 --> 01:02:47.500

Cooper City Hall: But you, you know. Yes, yeah. But well, I know that. And that's where it's. This is. This is

430

01:02:47.996 --> 01:02:50.430

Cooper City Hall: really our communications department. So

431

01:02:50.520 --> 01:03:03.839

Cooper City Hall: I understand when you change a logo, you should phase out because you don't want to throw out a bunch of stuff, but weird. We have not phased out like there are monument signs with with the still with the tombstone. There's there's so many things.

432

01:03:04.240 --> 01:03:09.520

Cooper City Hall: and when we talk about branding and marketing like the water department just got a new.

433

01:03:09.560 --> 01:03:15.370

Cooper City Hall: you know, billing system, right? I don't know. Well, so we're getting emails. They're getting email happy, right?

434

01:03:15.790 --> 01:03:34.660

Cooper City Hall: But the content of the email is they they really should have someone looking at that email because it it when it comes over. It's you know, they they put text in something and and your water bills going up, there's some, you know. I don't know if you guys received the email. Oh, yes, but it's not it. It's there's no branding to it, you know.

435

01:03:34.850 --> 01:03:42.339

Cooper City Hall: Same thing. Different departments have different things. Some people put the little logo at the top. You know there there needs to be a mandate.

436

01:03:42.350 --> 01:03:46.670

Cooper City Hall: you know the signature lines like, I don't want to see the po box that we got rid of.

437

01:03:47.170 --> 01:03:50.000

Cooper City Hall: because we never should have had a po box anymore. Like

438

01:03:50.040 --> 01:03:55.169

Cooper City Hall: there there should be. We should erase the Po box. We should erase Cooper cityfl.org

439

01:03:55.410 --> 01:04:04.210

Cooper City Hall: that you know like, why do we see? It was just the other day while Mr. Ray was here, I received a letterhead with coopercityfl.org on it.

440

01:04:04.280 --> 01:04:05.719

Cooper City Hall: How does that happen?

441

01:04:06.050 --> 01:04:07.230

Cooper City Hall: So

442

01:04:07.500 --> 01:04:10.329

Cooper City Hall: you know, we have to be able to control.

443

01:04:10.360 --> 01:04:13.490

Cooper City Hall: You can't do branding unless you're controlling it unless it's

444

01:04:13.540 --> 01:04:18.020

Cooper City Hall: so. The style guide means nothing, if it if we're not controlling.

445

01:04:18.130 --> 01:04:20.030

Cooper City Hall: you know how it goes out. So

446

01:04:20.210 --> 01:04:34.479

Cooper City Hall: you know I meant I don't want to go to the extreme like Bso. But if you ask Captain Giovanni what he had to do to get his little ice cream cart wrapped it. It was, you know, we we don't want to go to that extreme, but there has to be some controls

447

01:04:34.790 --> 01:04:44.649

Cooper City Hall: on on this, and it's not going to happen overnight, because every software has a thing like if you go into, I work, there's a logo uploaded, and it's the old logo. But we have to start

448

01:04:44.750 --> 01:04:47.240

Cooper City Hall: being aware. If we want a branding.

449

01:04:48.420 --> 01:05:00.920

Cooper City Hall: we have to catch these things, otherwise it's useless, because this branding thing means nothing. If it hasn't been sent out to every department, says you. You shall not order something unless it is with these colors, or whatever you know

450

01:05:00.950 --> 01:05:03.610

Cooper City Hall: like that's not happening. I mean.

451

01:05:03.900 --> 01:05:05.549

Cooper City Hall: that has to happen like.

452

01:05:05.740 --> 01:05:10.040

Cooper City Hall: you know, I don't want to throw everything out and make it, you know, cost a fortune, but

453

01:05:10.150 --> 01:05:11.230

Cooper City Hall: needs to happen.

454

01:05:11.260 --> 01:05:18.260

Cooper City Hall: Okay, you know, like they did the I did say something about the Cooper City. Dfl. Was on the stage we have.

455

01:05:18.540 --> 01:05:19.810

Cooper City Hall: So the

456

01:05:19.890 --> 01:05:34.320

Cooper City Hall: bleak guy removed the sticker, but there should have been a new sticker that went on with the new way. So those are the things where we have to have a cohesive so we could come up with it. It means nothing. If it's in a file, you know, in a drawer, we we have to find a way to make

457

01:05:34.560 --> 01:05:35.889

Cooper City Hall: that, you know.

458

01:05:36.730 --> 01:05:57.179

Cooper City Hall: whatever some departments are going to be harder to catch, because it might be something that's not used as often or whatever. But we need to even a lot of lot of places, a lot of cities, or whatever, even have their logo where they can, you can download on their website. So when the news goes, and they want to take the. You know, they can download the logo. And you, you know, you know what I'm talking about.

459

01:05:57.200 --> 01:05:59.260

Cooper City Hall: So we have to, really.

460

01:05:59.950 --> 01:06:08.450

Cooper City Hall: And that's where, as communications director, you have to mandate something you cannot send out this email. Your signature line is going to say this.

461

01:06:08.780 --> 01:06:10.469

Cooper City Hall: you know, that's where

462

01:06:10.480 --> 01:06:13.719

Cooper City Hall: I know it's hard quality. But yeah.

463

01:06:16.130 --> 01:06:16.980

Cooper City Hall: excellent.

464

01:06:17.120 --> 01:06:24.809

Cooper City Hall: I want to see you yell at somebody, Mike. Well, I mean, we understand. Thank you.

465

01:06:25.220 --> 01:06:27.380

Cooper City Hall: Continue, please. Okay?

466

01:06:27.460 --> 01:06:54.860

Cooper City Hall: So we're now going to begin our interactive exercises. The goal of this section is to well cover the goal. We want to talk specifically about what do we want to see in the communication strategy and in the communications plan? So we're going to talk about some of which we've heard but we're gonna be a little bit more structured about it. So we are going to cover the goals communication goals. What are the outcomes that you want to see.

467

01:06:55.241 --> 01:07:04.638

Cooper City Hall: Talk about your audience and prioritize your audiences because you've got various audiences we want to hear from you. You know your constituents better. Best we

468

01:07:05.050 --> 01:07:12.700

Cooper City Hall: So we want to hear from you on on your target on the target audience. Talk about the communications platforms that are going to be ideal in reaching those

469

01:07:12.760 --> 01:07:24.189

Cooper City Hall: audiences, and then also talk about the form, the messaging, what messages, what type of messaging do you want to see in the community. So these are the the

470

01:07:24.320 --> 01:07:28.520

Cooper City Hall: the key areas that we're going to cover in today's exercise.

471

01:07:28.780 --> 01:07:29.590

Cooper City Hall: So

472

01:07:29.640 --> 01:07:52.319

Cooper City Hall: along, okay, so the 1st is communication goals. So what's going to happen is in this exercise you actually on your laptops? At the beginning, before you sat down and we tried to log into. It's an app called Slido. That's the application that you'll use to type in your answers. So with each one of these sections there will be a question that

473

01:07:52.580 --> 01:08:09.220

Cooper City Hall: that will prompt you with, and we're going to ask you to take a few minutes to answer that question on your laptop, and you'll see the results on the screen as you type in. So the 1st topic is, communication goals. So what do we mean by what are your communication goals. You know. What is the outcome that you want to see?

474

01:08:09.666 --> 01:08:25.860

Cooper City Hall: The results that you really want to see from the communication efforts? We have some examples on the screen from some other cities. For example, Orlando, their communication goal is enhanced community engagement. And I'm

475

01:08:26.080 --> 01:08:41.010

Cooper City Hall: I invite you to really focus on the key words. So community engagement with tarpon springs, it's strengthened. Local business support. Tampa is promote transparency and accountability, and Naples is improve access. So

476

01:08:42.560 --> 01:08:53.879

Cooper City Hall: these are just some examples. What we want to hear from you today is, you know, some key words. On just top of mind. You know what are some, some outcomes that you would like to see

477

01:08:54.399 --> 01:08:59.990

Cooper City Hall: from the communication strategy. So what you're gonna see on your screen is you should be seeing.

478

01:09:00.703 --> 01:09:01.396

Cooper City Hall: So

479

01:09:02.109 --> 01:09:10.000

Cooper City Hall: is a screen that has. It'll prompt you with a question which is, what are the city's primary communication goals over there

480

01:09:10.300 --> 01:09:23.009

Cooper City Hall: next. Okay, go ahead so it'll you'll have an an entry box where you can type in a keyword. Once you type in that keyword, another entry box will open up if you'd like to.

481

01:09:23.090 --> 01:09:45.099

Cooper City Hall: 1, 2 words I encourage you to, you know. So if it's engagement type in engagement, another entry box will open up type. In another word, when you are completely done, and that's it. You don't have any other words to type in hit. Send one to 3 words, is ideal because it keeps you focused on what are the words that come top of mind?

482

01:09:45.890 --> 01:09:53.249

Cooper City Hall: So we'll take? Maybe I'll just need a little help because I can't limit it to 3 words. Do you remember, 10 months ago, the one

483

01:09:53.479 --> 01:09:55.860

Cooper City Hall: and only goal I had for you?

484

01:09:57.680 --> 01:10:00.369

Cooper City Hall: You gotta type it in. That's how this works.

485

01:10:00.630 --> 01:10:02.789

Cooper City Hall: Okay? I remember, it's 2 words.

486

01:10:03.751 --> 01:10:09.700

Cooper City Hall: It's 3. Yeah, do I type in? Absolutely okay?

487

01:10:09.730 --> 01:10:12.284

Cooper City Hall: And you'll see as you're typing in

488

01:10:13.230 --> 01:10:15.799

Cooper City Hall: the results are going to be on the screen.

489

01:10:17.380 --> 01:10:18.200

Cooper City Hall: Right?

490

01:10:18.870 --> 01:10:22.150

Cooper City Hall: Just take about another 60 seconds to do this.

491

01:10:22.780 --> 01:10:23.800

Cooper City Hall: What I said

492

01:10:23.910 --> 01:10:25.090

Cooper City Hall: beat out.

493

01:10:26.880 --> 01:10:28.090

Cooper City Hall: be the best

494

01:10:28.210 --> 01:10:32.105

Cooper City Hall: be the one that they come to tell the screen. Not us.

495

01:10:33.310 --> 01:10:35.300

Cooper City Hall: Well, I thought I told

496

01:10:35.420 --> 01:10:36.539

Cooper City Hall: the people

497

01:10:37.510 --> 01:10:40.190

Cooper City Hall: they want to see it on the little box. Okay.

498

01:10:47.990 --> 01:10:48.990

Cooper City Hall: interquote Jacob.

499

01:10:54.430 --> 01:10:55.749

Cooper City Hall: All the Liberals

500

01:11:11.400 --> 01:11:13.559

Cooper City Hall: didn't want right now. Right?

501

01:11:16.930 --> 01:11:20.470

Cooper City Hall: So if you spell a word wrong, but you require accuracy.

502

01:11:21.100 --> 01:11:22.630

Cooper City Hall: Just curious. Yeah.

503

01:11:26.220 --> 01:11:27.050

Cooper City Hall: not me

504

01:11:28.040 --> 01:11:30.065

Cooper City Hall: did it again.

505

01:11:51.310 --> 01:11:53.900

Cooper City Hall: are we all anybody need more time?

506

01:11:54.770 --> 01:11:58.891

Cooper City Hall: Okay, so this is interesting. Sometimes what happens is

507

01:11:59.360 --> 01:12:06.268

Cooper City Hall: you'll type the same words. And then we can see a consistent pattern.

508

01:12:07.508 --> 01:12:16.111

Cooper City Hall: But you know what? There is still some some themes that I'm seeing here. Including you know what I'm seeing is want

509

01:12:18.000 --> 01:12:21.339

Cooper City Hall: timeliness of information, I guess, is is a key one

510

01:12:21.470 --> 01:12:22.925

Cooper City Hall: that I'm seeing and

511

01:12:27.200 --> 01:12:28.319

Cooper City Hall: up to date

512

01:12:30.900 --> 01:12:32.020

Cooper City Hall: feed.

513

01:12:33.190 --> 01:12:34.180

Cooper City Hall: He buzz

514

01:12:34.520 --> 01:12:37.090

Cooper City Hall: communication. Okay? So

515

01:12:37.180 --> 01:12:44.600

Cooper City Hall: I'm gonna ask a follow up question for discussion. You see the words, and you've all these are coming from from

516

01:12:44.690 --> 01:12:45.940

Cooper City Hall: the 5 of you.

517

01:12:48.470 --> 01:12:51.790

Cooper City Hall: of all of the results that you see up there. Can I

518

01:12:52.130 --> 01:12:55.130

Cooper City Hall: push a little bit more to say which ones are the most

519

01:12:55.270 --> 01:12:56.500

Cooper City Hall: importance

520

01:12:56.870 --> 01:12:59.469

Cooper City Hall: with with our priorities.

521

01:13:00.680 --> 01:13:02.410

Cooper City Hall: timeliness of information?

522

01:13:03.250 --> 01:13:06.330

Cooper City Hall: They all say the same thing differently. Yeah, they. So

523

01:13:06.470 --> 01:13:08.060

Cooper City Hall: the importance is the same.

524

01:13:08.180 --> 01:13:08.950

Cooper City Hall: Okay?

525

01:13:10.740 --> 01:13:16.110

Cooper City Hall: So timeliness and accuracy of information. Okay? No. Well, I I think you.

526

01:13:16.250 --> 01:13:19.590

Cooper City Hall: I, mine was actually being able to do something

527

01:13:21.020 --> 01:13:32.799

Cooper City Hall: productive. Yeah, productivity access increase. Like, I want to be able to do something like, go to the website and register for something. Go, you know, and user, friendly voice.

528

01:13:33.110 --> 01:13:34.880

Cooper City Hall: basically saying the same thing.

529

01:13:35.430 --> 01:13:47.760

Cooper City Hall: I want to do stuff on. I want it to be user friendly. Okay? So it looks like, there's 2 categories communicating and action. Yeah, being able to be, yeah, functionality. That might be a good one. Yeah.

530

01:13:48.110 --> 01:13:49.620

Cooper City Hall: okay.

531

01:13:49.710 --> 01:13:51.520

Cooper City Hall: okay.

532

01:13:52.060 --> 01:13:57.819

Cooper City Hall: any. Is there any further discussion or any that you'd like to have on this? We're good. Okay, great.

533

01:13:58.870 --> 01:14:05.280

Cooper City Hall: Okay. The next question is really geared towards what are the city's main communication challenges

534

01:14:05.470 --> 01:14:19.780

Cooper City Hall: like, what do you and I? We talked a lot about this, but we're still gonna put them in the little box. So what do you think the main challenges are? And we have some examples here. Lack of pardon me, do we have to be nice.

535

01:14:21.550 --> 01:14:25.784

Cooper City Hall: candid, good candor is good. Yes.

536

01:14:26.961 --> 01:14:33.218

Cooper City Hall: Lack of awareness as an example. Misinformation. What do you? And just

537

01:14:34.690 --> 01:14:36.629

Cooper City Hall: type in the keywords that

538

01:14:37.000 --> 01:14:43.290

Cooper City Hall: describe what you think are the top challenges with the overall communication strategy? Not just the website, but in general.

539

01:15:55.760 --> 01:15:57.330

Cooper City Hall: anybody still typing.

540

01:15:58.080 --> 01:15:58.910

Cooper City Hall: we're done.

541

01:16:00.482 --> 01:16:05.810

Cooper City Hall: Oh, how do you think that one so big big one here so very loud there.

542

01:16:06.298 --> 01:16:08.639

Cooper City Hall: Okay, any motion for discussion

543

01:16:09.760 --> 01:16:10.540

Cooper City Hall: question.

544

01:16:11.730 --> 01:16:21.620

Cooper City Hall: And just as a note, we're going to take all this information back. We're going to summarize everything we've heard from you today, and then we will bring that to the document.

545

01:16:22.040 --> 01:16:23.140

Cooper City Hall: That is nothing.

546

01:16:25.350 --> 01:16:36.520

Cooper City Hall: The next topic is on target audience. So just to help frame the conversation we took, we took a look at

547

01:16:37.730 --> 01:16:38.860

Cooper City Hall: which highlights

548

01:16:38.980 --> 01:16:40.280

Cooper City Hall: on the screen

549

01:16:40.910 --> 01:17:01.349

Cooper City Hall: to help give you a sense of here. I'm sure you probably already know this. But a couple of things struck us. They've got, you know, almost 85% home ownership rate. The Median age is about 40 years old. So fencing, you know, middle aged families, maybe

550

01:17:02.340 --> 01:17:08.629

Cooper City Hall: based on the data. But what we'd like to hear from you again when you're out in the community is, would.

551

01:17:09.330 --> 01:17:29.340

Cooper City Hall: how do you define the the target audience for the communications? But the question in this particular case is not a range. Put them into categories. Local business employees.

552

01:17:29.790 --> 01:17:42.200

Cooper City Hall: Oh, was I off? Okay, oops? I hope you heard me policy makers, seniors, other if you, if you could rank them in order of priority for

553

01:17:42.570 --> 01:17:53.660

Cooper City Hall: for you, so number one being the biggest, the top priority audience are all part of our target audience segments. But in what priority? So if you can just rank them.

554

01:17:54.889 --> 01:18:00.749

Cooper City Hall: and if you have, if we missed one, please click other, and it will give you the opportunity to type in.

555

01:18:01.810 --> 01:18:05.779

Cooper City Hall: Can you raise it? To get all them is residence the last one?

556

01:18:06.060 --> 01:18:09.279

Cooper City Hall: No, you grab it and drag it up. Oh, okay, okay, I got you.

557

01:18:09.810 --> 01:18:10.610

Cooper City Hall: Thank you

558

01:18:19.420 --> 01:18:21.510

Cooper City Hall: and click right on the one

559

01:18:21.760 --> 01:18:27.749

Cooper City Hall: which one say, anyone per share

560

01:18:28.580 --> 01:18:29.809

Cooper City Hall: and drag it up.

561

01:18:29.920 --> 01:18:31.500

Cooper City Hall: Oh, hold on. Okay.

562

01:18:34.950 --> 01:18:38.269

Cooper City Hall: Now it's stuck there. Yeah, that's fine. Put another one, and then we'll go down.

563

01:18:38.400 --> 01:18:41.700

Cooper City Hall: You should be able to click them in order of priority.

564

01:18:51.630 --> 01:18:52.970

Cooper City Hall: 8 websites

565

01:18:53.360 --> 01:18:54.800

Cooper City Hall: I can't erase.

566

01:19:04.160 --> 01:19:07.500

Cooper City Hall: And once you're done, please hit, send. There we go. Okay?

567

01:19:07.900 --> 01:19:10.200

Cooper City Hall: And those are the results.

568

01:19:11.990 --> 01:19:12.805

Cooper City Hall: Okay.

569

01:19:19.050 --> 01:19:20.730

Cooper City Hall: other includes

570

01:19:21.460 --> 01:19:22.660

Cooper City Hall: handicapped.

571

01:19:23.470 --> 01:19:29.390

Cooper City Hall: Yes, so on the next. If you have an other on the next slide, it'll give you an opportunity to type that in

572

01:19:30.040 --> 01:19:31.780

Cooper City Hall: or we can write it down.

573

01:19:33.280 --> 01:19:35.869

Cooper City Hall: Where? Where's the one that says all are equal?

574

01:19:36.300 --> 01:19:56.510

Cooper City Hall: Well, and that's what I was looking for, and that's why I put other, because I don't like this at all. No offense, man, I I have to agree. Oh, my God! The sky is falling and the world is coming to an end. Everyone is equal, right? Right? I don't like this in any way, shape or form whatsoever. And how can you communicate effectively if you don't have? If you're not? Because

575

01:19:57.430 --> 01:20:11.420

Cooper City Hall: so it just if I may explain and and I understand your concern. But from a communication standpoint it's helpful for us if we have to prioritize content. So, for example, and it might, and it may shift around. So

576

01:20:11.420 --> 01:20:35.060

Cooper City Hall: you know, if if your focus is, you know, we really want to focus on families and family content. Content related to families that's going to be our priority for the next few months, then we still may have content for the other stakeholder groups. But we just might prioritize, maybe in the newsletter you might see the content on families up top. So it's not to exclude anyone. It's really just to help us

577

01:20:35.810 --> 01:20:37.270

Cooper City Hall: to understand

578

01:20:39.410 --> 01:20:44.944

Cooper City Hall: if there are any stakeholder segments or target audience segments that you feel

579

01:20:47.800 --> 01:20:50.030

Cooper City Hall: our priority for content. So

580

01:20:50.070 --> 01:20:54.749

Cooper City Hall: but you know, I mean, we're also hearing you that we have to give equitable

581

01:20:56.600 --> 01:20:58.769

Cooper City Hall: attention to to everyone.

582

01:21:06.120 --> 01:21:06.880

Cooper City Hall: Yep.

583

01:21:08.860 --> 01:21:13.310

Cooper City Hall: okay. So communication channels. These are the current.

584

01:21:14.300 --> 01:21:16.550

Cooper City Hall: I'm sorry Mr. Mayor, did. Did you have a question?

585

01:21:17.140 --> 01:21:20.370

Cooper City Hall: He asked me to type in handicap, and I was doing it.

586

01:21:20.730 --> 01:21:26.690

Cooper City Hall: Oh, I'm sorry, I thought. That's my fault. I thought you were you were you were done, but we we made a note of that

587

01:21:27.857 --> 01:21:34.859

Cooper City Hall: and I will add that you know, particularly on the website. Having Ada compliance is

588

01:21:36.440 --> 01:21:40.940

Cooper City Hall: you almost have you have to. So that it. That is something that we are.

589

01:21:41.600 --> 01:21:43.509

Cooper City Hall: We have as a priority as well.

590

01:21:45.578 --> 01:22:01.759

Cooper City Hall: Okay. So the next question is related to the various communication channels. And again, here we just want to hear from you how you would prioritize them. But before we go to the question, we hope this is helpful. This just kind of gives you an idea of the the platforms that you currently use.

591

01:22:01.800 --> 01:22:04.539

Cooper City Hall: And in general, just

592

01:22:04.960 --> 01:22:21.959

Cooper City Hall: the type of users, typically, on average, the average that might use those those platforms so obviously with the city's platforms like the website. It's it is residents, but for Facebook, for social media, Facebook Youtube and Instagram, they are a little bit

593

01:22:22.060 --> 01:22:27.970

Cooper City Hall: unique in in their in their users. So we want to be mindful of that.

594

01:22:28.900 --> 01:22:30.941

Cooper City Hall: you know, for example, Facebook,

595

01:22:32.430 --> 01:22:50.099

Cooper City Hall: and the Instagram audience tends to be a little bit younger. But it's still a broad audience. Facebook, we might use slightly different. Youtube, obviously, is very digital. LinkedIn is more for professionals. But this gives you a sense of the platforms that you have today. So

596

01:22:50.230 --> 01:22:53.610

Cooper City Hall: the question is to rank

597

01:22:53.630 --> 01:23:05.989

Cooper City Hall: in order of priority for you, what platforms do you feel are in order of in order of priority? What platforms do you consider best for reaching the city's target audience?

598

01:23:08.690 --> 01:23:16.049

Cooper City Hall: Say something without being rude, and I don't mean it, or without me saying something without you taking it the wrong way. That's your job.

599

01:23:16.620 --> 01:23:32.349

Cooper City Hall: I mean no offense, Matt, but that's why I have you. That's why I'm paying you. I'm paying well, not me per se, but we as and if I'm speaking improperly, cut me off people. But I'm paying you all to tell me, or to communicate

600

01:23:32.720 --> 01:23:39.770

Cooper City Hall: the most effective way. Whether it's, you know, not only just not only cost effective, but the way that reaches the most

601

01:23:39.930 --> 01:23:46.600

Cooper City Hall: number of my residents. So, my, I have no bearing on this, because it's not me, I

602

01:23:46.750 --> 01:24:03.030

Cooper City Hall: it's you. This is your job. If you want to know what my expertise is, then I will, and you want that. But this is your expertise. This is why I hired you. So if I'm answering this question, then do I get part of your what I'm paying you? And again, I don't mean this in a bad way, but I think that this is.

603

01:24:04.200 --> 01:24:07.820

Cooper City Hall: But if may I? And I'll say this, if I didn't, you would

604

01:24:07.910 --> 01:24:09.020

Cooper City Hall: then

605

01:24:09.150 --> 01:24:36.369

Cooper City Hall: we would be on her, for why didn't you ask us, our opinion shows. Ask us, because she has everyone's age, and then she's gonna see which one of us yeah, if I'm if I may, that's a valid concern and and no no offense taken. You're absolutely right. 1st of all, we are going to give you our opinion. We're gonna we're gonna share with you what we think is the best platform but in.

606

01:24:36.720 --> 01:25:00.229

Cooper City Hall: We do this, you know, and all with all of our other clients. It's important for us to hear from you as well. So, and we balance the 2. So it's it's really a collaborative effort. So we do want to hear, because you're out there. You're talking to your residents. As the city manager said. You know you ran into a couple of residents here that we would maybe just

607

01:25:00.390 --> 01:25:07.089

Cooper City Hall: based on our data thought they wouldn't want. They would want a printed piece. But we're hearing that they prefer. Digital so

608

01:25:07.840 --> 01:25:18.789

Cooper City Hall: we're asking your opinion. But we will absolutely, in the recommendation, give you our professional recommendations. I just have a quick question, how can it be? A tie

609

01:25:22.010 --> 01:25:25.450

Cooper City Hall: ranked the same one, not the same number

610

01:25:28.360 --> 01:25:32.349

Cooper City Hall: 2, 2 Facebook and text messaging.

611

01:25:32.560 --> 01:25:34.799

Cooper City Hall: It's not 2 and 3. It's 2, 2

612

01:25:35.290 --> 01:25:48.739

Cooper City Hall: at the same number, right? And we're only 5 up here. So because somebody didn't pick it. Yeah, it's it's the same number of people. Okay.

613

01:25:49.040 --> 01:25:58.150

Cooper City Hall: alright, thank you. We're a difficult group. Yeah, very unique. Questioning the decisions right now.

614

01:25:59.700 --> 01:26:00.380

Cooper City Hall: Sorry.

615

01:26:02.980 --> 01:26:07.379

Cooper City Hall: I would. I would like to ask just a follow up question. So

616

01:26:08.290 --> 01:26:13.000

Cooper City Hall: out of the platforms we discussed, is there any other communication platform that

617

01:26:14.750 --> 01:26:17.230

Cooper City Hall: you feel would like to

618

01:26:17.520 --> 01:26:19.359

Cooper City Hall: make sure that we explore

619

01:26:19.420 --> 01:26:21.819

Cooper City Hall: the old-fashioned ones. Pick a phone up.

620

01:26:22.490 --> 01:26:30.511

Cooper City Hall: Greg. I know. I know, I said, that I'm out there. You have to rein in the discussion. The mayor wants robo calls

621

01:26:31.830 --> 01:26:32.670

Cooper City Hall: Tiktok.

622

01:26:34.000 --> 01:26:40.999

Cooper City Hall: I don't know if it's a good idea with government, but I know a lot of them. I I wouldn't recommend it is. But I'm just saying that a lot of the younger

623

01:26:41.160 --> 01:26:55.679

Cooper City Hall: individuals aren't. I think the Government's making it so China can't own it. Am I right? I don't know. I'm not. I'm not personally on it. I just a lot of the young folks are. Yeah, I haven't. I haven't made the jump yet.

624

01:27:00.640 --> 01:27:01.690

Cooper City Hall: Okay.

625

01:27:02.188 --> 01:27:05.121

Cooper City Hall: the next question really focuses on

626

01:27:06.490 --> 01:27:07.660

Cooper City Hall: messaging.

627

01:27:07.700 --> 01:27:10.740

Cooper City Hall: Okay? And and sorry.

628

01:27:11.050 --> 01:27:12.619

Cooper City Hall: Got myself out of window here

629

01:27:13.250 --> 01:27:14.954

Cooper City Hall: attributes, and so on.

630

01:27:18.180 --> 01:27:20.619

Cooper City Hall: on messaging, and what?

631

01:27:21.150 --> 01:27:38.812

Cooper City Hall: What attributes or qualities would you like to see in the city's messaging? So when I say attributes and qualities. It's that feeling almost like that that you get from your brand. What do you want that feeling to be? In a word, if you can come up with a word. So, for example,

632

01:27:39.360 --> 01:27:43.896

Cooper City Hall: sense of security, a sense of belonging sense of community.

633

01:27:45.780 --> 01:27:50.049

Cooper City Hall: what feeling would you want? The the

634

01:27:50.120 --> 01:27:53.010

Cooper City Hall: the branding, the messaging, the

635

01:27:53.439 --> 01:28:00.229

Cooper City Hall: visuals, the graphics. What feelings would you want to and qualities would you want it to portray?

636

01:28:00.940 --> 01:28:01.880

Cooper City Hall: Have fun

637

01:28:51.020 --> 01:28:52.240

Cooper City Hall: to co-OP them.

638

01:29:05.220 --> 01:29:08.920

Cooper City Hall: Jeff, you good.

639

01:29:09.630 --> 01:29:10.840

Cooper City Hall: You know that

640

01:29:10.860 --> 01:29:12.950

Cooper City Hall: the Poindexters are working.

641

01:29:14.290 --> 01:29:16.060

Cooper City Hall: You got it? Yeah.

642

01:29:16.350 --> 01:29:18.089

Cooper City Hall: no, I don't. I don't get anything

643

01:29:19.350 --> 01:29:20.580

Cooper City Hall: we need to charge.

644

01:29:24.080 --> 01:29:26.520

Cooper City Hall: We have a clue in our state

645

01:29:36.570 --> 01:29:38.110

Cooper City Hall: doesn't belong to

646

01:29:41.860 --> 01:29:42.879

Cooper City Hall: alright.

647

01:29:46.160 --> 01:29:51.780

Cooper City Hall: almost there. The this question is geared towards topics. So

648

01:29:52.540 --> 01:29:54.300

Cooper City Hall: topics for content.

649

01:29:54.660 --> 01:30:03.070

Cooper City Hall: Examples of key topics that we might want to see in the newsletters on the website. It could be about Cooper City events.

650

01:30:03.660 --> 01:30:10.850

Cooper City Hall: resident spotlights. These are just examples. Is our business section. Municipal updates

651

01:30:11.100 --> 01:30:19.159

Cooper City Hall: breaking news. I heard. I think it was Commissioner Melosi that mentioned that earlier current events. What types of topics.

652

01:30:20.050 --> 01:30:20.730

Cooper City Hall: right?

653

01:30:21.530 --> 01:30:23.819

Cooper City Hall: Do you feel are important.

654

01:30:25.730 --> 01:30:27.199

Cooper City Hall: and that you'd like to see

655

01:30:28.770 --> 01:30:34.140

Cooper City Hall: what key topics should. This should be the main focus of the city's messaging.

656

01:32:34.060 --> 01:32:37.450

Cooper City Hall: It's not letting me put everything that I'd like to in there. It's

657

01:32:38.040 --> 01:32:44.389

Cooper City Hall: stopping me. Means you. You met met the cap? There's a certain amount of characters.

658

01:32:45.290 --> 01:32:46.180

Cooper City Hall: Okay?

659

01:32:46.900 --> 01:32:48.350

Cooper City Hall: Why would there be a cap?

660

01:32:48.810 --> 01:32:51.560

Cooper City Hall: Because it's supposed to be a word or topic.

661

01:32:51.640 --> 01:32:55.390

Cooper City Hall: not a paragraph. I did. I do.

662

01:32:56.663 --> 01:33:04.800

Cooper City Hall: These are separate ones, local events. And another one. Okay.

663

01:33:05.900 --> 01:33:07.090

Cooper City Hall: okay.

664

01:33:11.080 --> 01:33:13.779

Cooper City Hall: maybe take that off. Okay, thank you.

665

01:33:17.040 --> 01:33:18.260

Cooper City Hall: What's that agreement?

666

01:33:18.620 --> 01:33:21.570

Cooper City Hall: Oh, yeah. Oh, I got it. Well.

667

01:33:29.690 --> 01:33:38.843

Cooper City Hall: yeah. And I make no bones about it. I said it earlier. I own up to it, we need young people running.

668

01:33:45.890 --> 01:33:47.469

Cooper City Hall: Go to the website crashing.

669

01:34:04.090 --> 01:34:04.800

Cooper City Hall: Okay.

670

01:34:08.510 --> 01:34:18.919

Cooper City Hall: I think we have all of them, Mr. Mayor, it went through. We have a clear one on this one as well. I think we've been consistent. So events.

671

01:34:19.300 --> 01:34:21.089

Cooper City Hall: Okay, thank you.

672

01:34:21.908 --> 01:34:27.649

Cooper City Hall: Okay. Now, we're gonna switch. This last question is a little different. We've talked a lot about

673

01:34:29.370 --> 01:34:50.346

Cooper City Hall: how we're going to communicate to residents and 2 constituents right? The information we're going to put out there. What we haven't discussed is as much is, how are we going to receive information? How are we going to hear from your constituents, and that's also equally important. So in this question, we'd like to hear from you what platforms

674

01:34:52.110 --> 01:35:00.456

Cooper City Hall: do you feel are effective. Again, just your opinion in terms. As you know, your constituents in in engaging the community. So this is important.

675

01:35:01.800 --> 01:35:02.950

Cooper City Hall: to know

676

01:35:03.120 --> 01:35:10.552

Cooper City Hall: to one reach out, engage but to help us connect and create a relationship with our audiences?

677

01:35:11.740 --> 01:35:14.870

Cooper City Hall: so that we can continue. We can. Can. We can

678

01:35:16.590 --> 01:35:26.317

Cooper City Hall: have that 2 way dialogue. So the question is the next question along, and it is ranking. So we have some platforms

679

01:35:26.830 --> 01:35:30.790

Cooper City Hall: for collecting information and feedback from residents.

680

01:35:31.010 --> 01:35:32.899

Cooper City Hall: If you could please, rank them

681

01:35:36.190 --> 01:35:39.089

Cooper City Hall: in order of priority, or

682

01:35:39.630 --> 01:35:42.489

Cooper City Hall: the ones that you feel would be most effective.

683

01:37:02.380 --> 01:37:07.999

Cooper City Hall: I don't think any of these are really effective, terrific. No, I think it's analytics.

684

01:37:08.860 --> 01:37:12.610

Cooper City Hall: And that would be, I think, the main thing.

685

01:37:12.760 --> 01:37:16.380

Cooper City Hall: Are you saying data driven? Yeah, like, you can actually see

686

01:37:16.390 --> 01:37:19.430

Cooper City Hall: who's visiting what website, which or which page

687

01:37:21.970 --> 01:37:25.310

Cooper City Hall: and then, if you want to do surveys on a specific

688

01:37:25.320 --> 01:37:26.390

Cooper City Hall: program.

689

01:37:26.460 --> 01:37:32.850

Cooper City Hall: But I think it's has to all be data analytics. So if we try something and then

690

01:37:32.910 --> 01:37:34.639

Cooper City Hall: we have an increase

691

01:37:35.720 --> 01:37:37.880

Cooper City Hall: is when you just add, you know.

692

01:37:38.050 --> 01:37:43.809

Cooper City Hall: you just asked to mail something, and it feels something. You're just gonna put something that you're not. I don't think you can really use it. You know.

693

01:37:44.080 --> 01:37:45.430

Cooper City Hall: it's going to be anecdotal.

694

01:37:48.750 --> 01:37:59.310

Cooper City Hall: And and again, these platforms are not just to get their input on the communications plan more. Just if you, if you wanted to hear from your residents on whatever the topic might be, what platforms would you?

695

01:37:59.870 --> 01:38:00.710

Cooper City Hall: It was

696

01:38:02.345 --> 01:38:06.624

Cooper City Hall: great. Alright, thank you. That was the last question.

697

01:38:07.360 --> 01:38:23.095

Cooper City Hall: we have covered a lot of content in the exercise, and even prior. So thank you very much for your candor and and for your feedback. It's it's extremely helpful. Our next steps are to gather the feedback that we got today. Document it and summarize it for you and

698

01:38:24.010 --> 01:38:36.289

Cooper City Hall: and use that leverage that information to draft a communication strategy that we will then share with you once that's agreed upon. That will then translate into an implementation plan.

699

01:38:36.801 --> 01:38:42.800

Cooper City Hall: So we'll know, really, you know, ideally, at least a year ahead what

700

01:38:43.130 --> 01:38:45.410

Cooper City Hall: our communication activities are going to be.

701

01:38:45.770 --> 01:38:50.650

Cooper City Hall: What's your timeframe on bringing this to? I like the word for which

702

01:38:50.800 --> 01:38:54.410

Cooper City Hall: fruition? The plan we just need a

703

01:38:55.730 --> 01:39:09.520

Cooper City Hall: you. What a couple of weeks! A few weeks to just put that together and go through the process of getting input working with the city manager and Michael to do that, and I kind of defer to the city manager in terms of when it comes back.

704

01:39:10.040 --> 01:39:10.830

Cooper City Hall: kept working

705

01:39:11.970 --> 01:39:13.640

Cooper City Hall: every guitar.

706

01:39:14.950 --> 01:39:20.919

Cooper City Hall: Thank you. Well, I I got some. This isn't for you. This is really more for communications, and then they can use you to

707

01:39:21.230 --> 01:39:24.659

Cooper City Hall: at least the way I I my vision is that the

708

01:39:25.140 --> 01:39:40.089

Cooper City Hall: my opinion is that our communications farmers should have a vision, and then they're going to just tell a vendor, hey? We need to do this and this. But I think we need to have what is our product? What are we marketing? And so I think from a city standpoint. We have to know what our what we're marketing.

709

01:39:40.570 --> 01:39:44.719

Cooper City Hall: and then find a way to to market that and so

710

01:39:44.980 --> 01:39:54.979

Cooper City Hall: and everybody kind of agrees that our product is like a small town community family community. So to me, that's what we should be marketing towards

711

01:39:55.290 --> 01:40:01.120

Cooper City Hall: and branding. And there are a lot of things I think we could be doing like I would.

712

01:40:01.380 --> 01:40:19.430

Cooper City Hall: I don't want to come up with all the ideas, because it's not my area. But if you Google best places to raise a family in South Florida. I want to pop up. I want to do those things. So whether we're chasing these awards which say we're the safest city or whatever we're doing, that's the branding of the product I feel like we have.

713

01:40:19.720 --> 01:40:22.809

Cooper City Hall: So we should be. That should be our marketing

714

01:40:23.090 --> 01:40:24.060

Cooper City Hall: goal.

715

01:40:24.820 --> 01:40:36.469

Cooper City Hall: And then we use like a vendor like Garth to help us do, or there's different ways to do it, you know. But that's what I want like, I feel like, that's our product. We we all kind of agree on that. Right?

716

01:40:36.560 --> 01:40:50.419

Cooper City Hall: So how do we? How do we? Right now? We know about Cooper City because we live here and other people. But how do we make it to where we're known to be the best place to raise a family in this metropolitan area.

717

01:40:50.890 --> 01:41:07.379

Cooper City Hall: you know. So you can still have a job in Miami, or for Lauderdale, or whatever. But you come here, and that's where all these things that that we have play and like to be honest with you, we're our biggest product. We are as city government, not that responsible for it's our schools.

718

01:41:07.660 --> 01:41:22.230

Cooper City Hall: like we just happen to have really good schools for. No, we're not as a government, we are not. We have. Yeah, that's what I'm talking about like we like this. We're at the mercy of the School Board right? But, like whatever it it we're in.

719

01:41:22.400 --> 01:41:23.960

Cooper City Hall: you know, perfect world.

720

01:41:24.000 --> 01:41:41.799

Cooper City Hall: This is how it's zoned like, basically, Cooper City kids feed into Cooper city schools just by, you know, geography size of the city and everything. So that's our product. And then all these other things we do are like ancillary, you know. So all our things we're doing should be built around that, like.

721

01:41:42.150 --> 01:41:47.039

Cooper City Hall: you know, the I should be able to look on the city website when I could sign my kid up for

722

01:41:47.130 --> 01:41:57.059

Cooper City Hall: sports program. Not necessarily push it over to the optimist's, you know, technology. Or if we're going to do that, we should be helping them with theirs. I, when I register my kid for this program.

723

01:41:57.090 --> 01:42:02.079

Cooper City Hall: I should be able to know which field I should go to city website and see which field I mean, you guys ever tried figuring out

724

01:42:02.100 --> 01:42:06.070

Cooper City Hall: which field your your kids playing on. Not empty at all, Lisa.

725

01:42:06.160 --> 01:42:13.860

Cooper City Hall: because the signs that Bill lips say, 1, 2, 3, 4. But then now it's ABC, you know. So like, that's our our products families.

726

01:42:14.030 --> 01:42:31.160

Cooper City Hall: you know, it's not really businesses like it's we want nice businesses that are gonna support our families, you know, where you can go to, you know, dinner. But we're not attracting, like, you know, fortune. 500 companies aren't coming to Cooper City. We don't have any. Yeah, we don't have any land. So I think that's got to be our our vision, our marketing goal.

727

01:42:31.330 --> 01:42:34.909

Cooper City Hall: And then, you know, and like.

728

01:42:35.090 --> 01:42:52.239

Cooper City Hall: you know, you always see those things like best lawyers. People pay for those awards. I don't care if we got to pay for or submit for these applications for Best City, or let's do that, and then market it somehow, so that people go. And they're like, Oh, I'm gonna move here. Where's about my? Oh, that Cooper City! And they have all these programs. And

729

01:42:52.310 --> 01:42:57.435

Cooper City Hall: you know, I'm gonna eat to the beat and all that kind of stuff. So that's kind of where I think

730

01:42:57.920 --> 01:43:00.330

Cooper City Hall: our marketing thing should be.

731

01:43:00.420 --> 01:43:04.339

Cooper City Hall: and then we use a company like scarce

732

01:43:04.570 --> 01:43:07.750

Cooper City Hall: to implement those things. So that's kind of

733

01:43:08.250 --> 01:43:11.940

Cooper City Hall: well, but I think from a communication standpoint. We have to have that goal

734

01:43:12.160 --> 01:43:13.709

Cooper City Hall: of, you know.

735

01:43:13.840 --> 01:43:26.240

Cooper City Hall: should be to go and on our website and find out something to do with your family should be an event the easiest thing to do, and you know that's what we should market towards. And if I may, there, there are 2 words

736

01:43:26.410 --> 01:43:27.920

Cooper City Hall: tonight done.

737

01:43:28.440 --> 01:43:29.960

Cooper City Hall: I think really can

738

01:43:30.280 --> 01:43:37.750

Cooper City Hall: be construed together to build a communication strategy. And that was belongings

739

01:43:38.050 --> 01:43:39.140

Cooper City Hall: and events.

740

01:43:39.650 --> 01:43:44.740

Cooper City Hall: Yeah. And and and I think the the more that we can

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01:43:45.450 --> 01:43:55.420

Cooper City Hall: do better with our events, provide that information. You create that sense of belonging. You create all of those activities. So to me, those 2 words can really become a strategy

742

01:43:55.790 --> 01:43:57.779

Cooper City Hall: by themselves. So

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01:43:57.990 --> 01:43:58.820

Cooper City Hall: no

744

01:43:59.220 --> 01:44:09.560

Cooper City Hall: just one other comment I I thought of when you pulled up the demographics. We may also want to look at. And and AI, I think, does this now that, like a translator for Spanish.

745

01:44:10.620 --> 01:44:30.049

Cooper City Hall: I was gonna mention that, Commissioner. We we had spoken about that that sense of belonging it extends to anyone. You know the the community. So it's part of reaching them in the language they're comfortable with. Helps that I'm bilingual. So I may. I speak with constituents on the phone in Spanish helping utilities so

746

01:44:30.140 --> 01:44:44.589

Cooper City Hall: and that helps create that sense of belonging that I can communicate or come to Cooper City, and the people speak the language. I do. They look like me. So that's understanding that that's a part of the brand, as well, you know. Just think about. So

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01:44:44.620 --> 01:45:04.899

Cooper City Hall: we're going to go through different phases right now. We're having like a you might want to put an addition on, or whatever right. I think that the the residents should be able to feel like they can come on down to like I can. I can go over there and ask Jason a question about a setback, or whatever, and he's like real friendly to everybody should, and I'm sure they all have that experience, but you know we should brand to that like

748

01:45:05.040 --> 01:45:08.129

Cooper City Hall: we're here for for them. You know whether it's

749

01:45:08.260 --> 01:45:17.859

Cooper City Hall: any of these services we're offering, and I'm just. I'll give you one last thing since I wasted a lot of time this weekend listening to a lot of stuff that wasn't super important. They had a speaker

750

01:45:18.100 --> 01:45:23.279

Cooper City Hall: at the at the beginning, at the Florida League Conference, and that he was an urbanist.

751

01:45:23.630 --> 01:45:52.969

Cooper City Hall: and so I did think he was pretty good on Mr. Florida, and one of the things he was talking about was, you know, traditionally, civilization. We 1st were tied to agriculture, then industrial, you know you live with whether here's the factory or whatever. And then now, in this new age pretty much, you can live a lot more places because you can work remotely or whatever. But he was talking about gathering places, and even though X amount of people might work remote, they're not necessarily in their house. They might go down to a park or whatever. So

752

01:45:53.060 --> 01:45:57.370

Cooper City Hall: there, long story short, there's a major opportunity for communities like us

753

01:45:57.590 --> 01:46:01.019

Cooper City Hall: to really emphasize our product. You don't have to live.

754

01:46:01.030 --> 01:46:06.060

Cooper City Hall: Yeah, you can live here. And then we should be emphasizing those extra things we can. We can do whether it's.

755

01:46:06.400 --> 01:46:13.819

Cooper City Hall: you know. Obviously, you can't, you know, build something right? You're the Communications Department. But we should be working towards emphasizing these.

756

01:46:14.100 --> 01:46:18.439

Cooper City Hall: You know, these services that we can offer, and that should be everything we're measuring

757

01:46:18.890 --> 01:46:25.280

Cooper City Hall: and and trying to improve. I know the Rec Department has, like a like a date night where you could drop your kid off.

758

01:46:25.450 --> 01:46:33.280

Cooper City Hall: and you know that's a cool thing, right? Where if we advertising and we have but we have to have consistent stuff, too. Right? You can't do something one time.

759

01:46:33.310 --> 01:46:41.830

Cooper City Hall: because, like the pool, we, we opened the pool earlier, but it might take a while for people to know that they can do that because they might have already switched. And so we kind of have to.

760

01:46:42.490 --> 01:46:44.240

Cooper City Hall: I don't know. Educate

761

01:46:46.830 --> 01:46:51.939

Cooper City Hall: anything else. Same logo everywhere. Thank you very much. Thank you for your time.

762

01:46:54.450 --> 01:46:59.519

Cooper City Hall: This this website. Thank you very much.