

MONTHLY REPORT TO COUNCIL



Meeting Date: April 16, 2025
Prepared by: Crystal King
Department: Administration
Division: N/A
Reporting Period: March 2025
CC: City Administrator John Walsh

1. General Operations (Month/YTD)

- **Press Releases:** 0/7
- **Social Media Posts:** 123/350
- **Newsletters:** 2/10
- **Media Request:** 7/58
- **Radio:** 0/1

Stats include reporting for all department/division support

2. Staffing & Personnel

- **Staffing coverage support to other divisions:** Communications staff have provided ongoing staffing coverage to other divisions during position vacancies and to assist with staff medical leave and vacations, including covering the City Hall front counter, City Council meetings, and monthly Planning Commission meetings. In March, staff covered the front counter six days and covered one Planning Commission meeting.
- **Recent staff trainings:**
 - Advances in Crisis Communication with Dr. Vincent Covello: Hosted by City-County Communications and Marketing Association (3CMA)
 - Navigating Tough Social Media Moments: Hosted by Government Social Media (GSM) Professional Association
 - Accessibility Rules and DOJ ADA WCAG 2.1 Compliance: Hosted by 3CMA Professional Association
 - Oregon Public Meeting Laws Webinar: Hosted by Beery, Elsner & Hammond LLP
 - Spring Cleanup for Social Media Accounts: Hosted by GSM Professional Association

3. Projects & Initiatives*

A. Ongoing Key Projects

- **Recurring Library and Recreation communication meetings:** Communications staff meet weekly with Library staff and Recreation staff to assist their requests for increased communications support. Meetings focus on addressing current week's needs and review any necessary long-range communication needs. These meetings are in addition to every-other week Tourism meetings, a monthly County PIO meeting, and weekly communications staff meetings to review internal needs in other departments and coordinate communications with partnership agencies.
- **Extreme Weather Cooling Center Group:** St. Helens has convened an Extreme Weather group for several years now as the point agency to establish Cooling Centers.

In preparation for the upcoming summer season, we did outreach to the faith community to gauge interest in hosting sites for summer cooling centers and/or to supply volunteer staffing.

- **Increase core service visibility:** Staff have launched the Weekly Roundup which features a weekly highlight of what each department/division is working on using a three-week rotating schedule. We have also been highlighting significant stats from department/division reports.
- **Waterfront Redevelopment news and shop local messaging:** Efforts include business canvassing, newsletter updates, attending contractor meetings, partnership with Keep It Local, CET, and St. Helens Mainstreet for downtown signage project, and phase one planning for a ribbon cutting ceremony. Social media and regular City newsletter have featured messaging to encourage shopping local during construction.
- **Professional Recognition:** Creating materials for national and international professional recognition dates including National Engineering Week, National Property and Evidence Professionals Appreciation Week, National Library Week, and Municipal Clerks Week (upcoming). Additionally, featuring content related to professional certifications, milestones, and length of services, retirements, and new employees for human interest element.
- **Video Content Strategy:** Identifying ways to create shorter, quicker Reels-type videos that align with appropriate content and evaluate metrics to assess what works best for St. Helens audience.

B. Upcoming Projects

- **Take Your Child to Work Day:** Internal program for City employees and their children organized through Communications Division. The day includes tours of City facilities for children to learn about City services along with a lunch with Mayor Massey.
- **2025 Summer Library Challenge:** Develop comprehensive advertising strategies, including creating digital and physical advertising content.
- **Recreation/Community Events Guide:** Working with Recreation Division and Library to create and distribute a recreation guide style document for upcoming events with a longer-range look ahead
- **Tourism Events:** Working with Treadway to prepare information for upcoming summer events and a return to a normal event schedule post-Waterfront Projects completion. Upcoming events include 13 Nights on the River, St. Helens Community Day, and Independence Day.
- **Waterfront Projects Ribbon Cutting:** Working with City staff to support a ribbon cutting celebration for two waterfront constructions projects that are scheduled for completion by June 2025.

* Communications projects are usually dictated by necessary support to other department/division projects. Please refer to corresponding department/division reports for more detailed project descriptions.

4. Upcoming Events & Important Dates

- Take Your Child to Work Day, April 24, 2025
- Municipal Clerks Week, May 4-10, 2025
- 13 Nights on the River, beginning June 2025