

# QUARTERLY REPORT TO COUNCIL



Meeting Date: June 18, 2025  
Prepared by: Crystal King  
Department: Administration  
Division: N/A  
Reporting Period: April and May, 2025  
CC: City Administrator John Walsh

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## 1. General Operations (QUARTER/YTD)

- **Press Releases:** 5/12
- **Social Media Posts:** 204/554
- **Newsletters:** 8/18
- **Media Request:** 6/64
- **Radio:** 1/2

Stats include reporting for all department/division support

## 2. Staffing & Personnel

- **Staffing support for other divisions:** Communications staff have continued to provide additional coverage and training support for other divisions, covering Planning Commission and City Council meetings as needed
- **Recent staff trainings:**
  - 3CMA Elevate your Communications Skills: Three Part Series
  - CJIS Security and Privacy Recertification

## 3. Projects & Initiatives\*

### A. Ongoing Key Projects

- **Summer Library Challenge:** Creating digital and print materials for SHPL's Summer Library Challenge. Includes creating or updating flyers, SLC participation booklet, assisting Library staff in updating materials, and ensuring materials are print-ready. Ongoing execution of summer digital communication strategy.
- **Summer Recreation Camps:** Creating digital and print materials to support summer Recreation programming. Includes flyers and social media posts for summer programming, as well as incorporation into a new summer recreation guide coming soon.
- **Recreation Guide:** Creating materials for print and digital version of a new recreation guide containing information about Rec's summer programming, SHPL summer library challenge events, 13 Nights, and other summer events as needed.
- **Did you know? Social posts:** Continuing the goal of creating more visibility of City services in the form of semi-regular "did you know?" social media posts. Posts drawn from department and division reports and made in conjunction with departmental requests to share recent projects, stats, accomplishments, etc.

## B. Upcoming Projects

- **Summer Event Comms:** 13 Nights on the River, Community Day in the Park, Independence Day, Kiwanis Parade
- **Ongoing Summer Programming Support:** Social posts, photos, and other comms support as needed for Summer Library Challenge, Recreation camps, etc.
- **Waterfront Projects Ribbon Cutting:** Working with City staff to support a ribbon cutting celebration for two waterfront constructions projects that are scheduled for completion in June 2025.
- **Extreme Weather Group:** Convening 2025 Extreme Weather Group to coordinate St. Helens support with other agencies for excessive heat events and cooling center(s)
- **Planning Support:** Assist with coverage at Planning Commission, etc. with Jenny's upcoming departure

\* 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

- 13 Nights concerts, June-August, 2025
  - Summer Library Challenge begins, June 16, 2025
  - Kiwanis Community Parade City entry, June 21, 2025
  - Waterfront Ribbon Cutting Celebration, June 26, 2025
  - Community Day in the Park, June 28, 2025
  - Independence Day Celebration and Fireworks, July 4, 2025
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