



**CITY OF SOUTHPORT
BOARD OF ALDERMEN
REGULAR MEETING AGENDA
223 E. BAY STREET
March 8, 2022
9:00 AM**

Agenda

Please turn off all cell phones

Meetings are open to the public. Face masks and social distancing may be used at the discretion of each individual. The Board of Aldermen reserve the right to make changes to this policy, as needed to help prevent the spread of the Coronavirus.

If you are not able to attend the Board of Aldermen meetings in person, they will be available for your to watch via live-stream on the City of Southport website (<https://cityofsouthport.com/board-of-aldermen-meetings/>), Facebook page, and YouTube channel.

ETHICS STATEMENT:

“If any members know of any conflict of interest or the appearance of a conflict of interest concerning matters on the agenda, please so state at this time.”

- A. Call to Order**
- B. Invocation**
- C. Pledge of Allegiance**
- D. Mayor's Opening Comments**
- E. Microsoft Surface Tablet-the Basics (Eileen Hennessey) 9:15 a.m.-10:30 a.m.**
 - 1. Familiarize yourself with the tablet.
- F. Civic Clerk Software (Dorothy Dutton) Combined for Overlap**
 - 1. How to use the CivicClerk Board Portal
- G. BREAK 10:30 a.m. -10:45 a.m.**
- H. Audio-Visual Upgrade Possibilities (Allayna Dail)**
 - 1. Possible Audio Visual Upgrades to the Community Building
- I. Communications Strategies and Goals (Lisa Anderson)**
 - 1. Communication Challenges and Strategies
- J. Adjournment**



CITY OF SOUTHPORT

Introduction to your new Surface 3 Tablet

March 8th, 2022



Agenda

- Intro to your new Tablet
 - Care, Power, Charging, Keyboard, Pen
 - Internet Browser – Microsoft Edge
 - Microsoft Outlook
 - OneDrive
 - OneNote
- Intro to the Civic Board Portal



Introducing your new Surface 3 Tablet

- Ports
- Power
- Charging
- Keyboard
- Pen
- Care



What is a Surface 3 Tablet

Your new Surface 3 tablet is a computer developed by Microsoft which is a hybrid Tablet / Laptop Device. Surface tablets have a **10.6-inch wide touch screen display** and come with USB support, dual Wi-Fi antenna, a built-in kickstand to make the tablet stand up by itself, a keyboard and a pen to take handwritten notes.

The Surface tablet uses the Windows 10 Professional operating system and is capable of running most applications that a Desktop or Laptop computer can run.

It will be primarily used for accessing email (outlook) and the Civic Board Portal

It has been individually configured with your accounts and portal access



Port Location

Mini DisplayPort

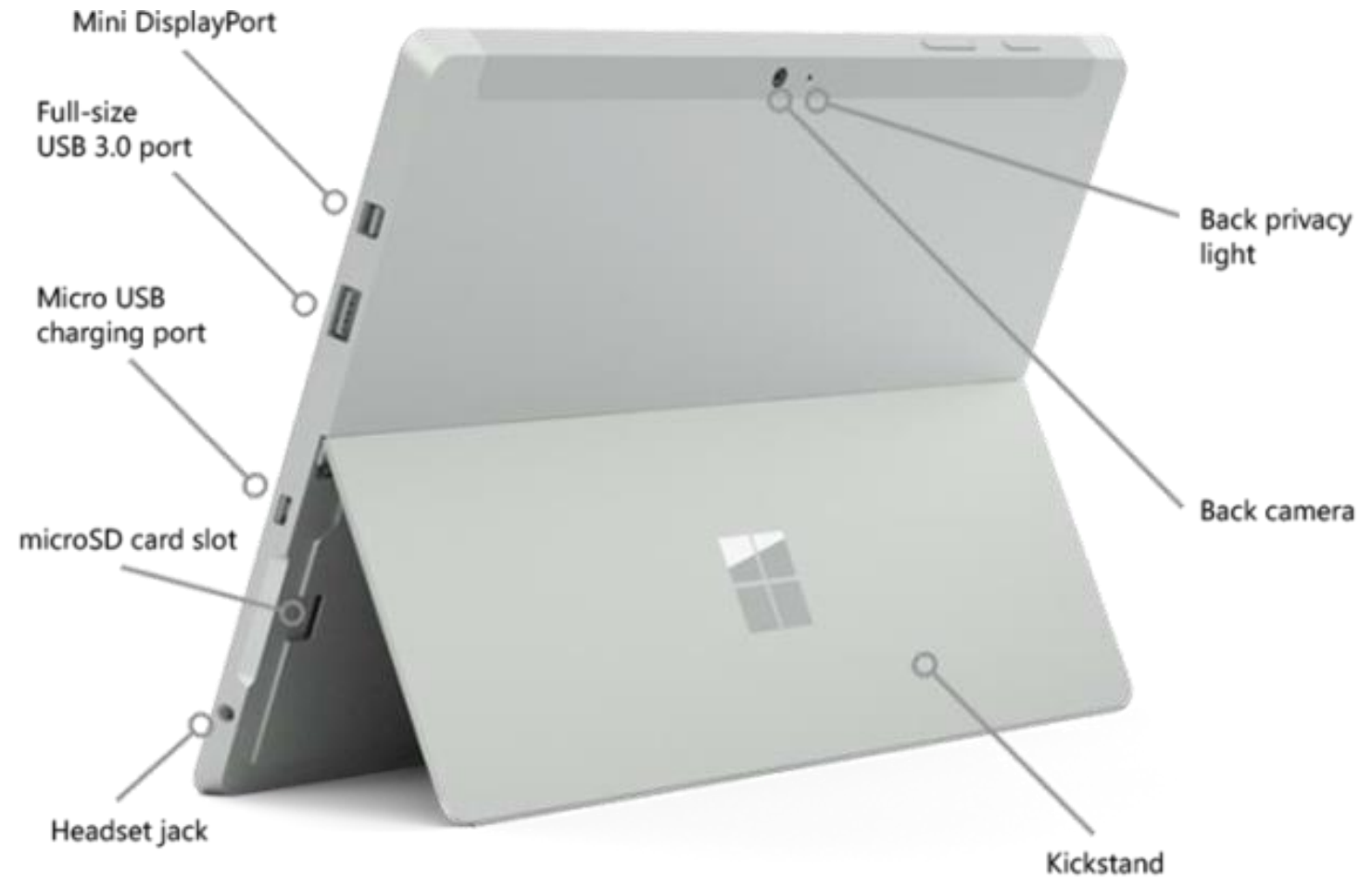
USB 3 Port

Micro SUB Charging Port

Micro SD Card Slot

Headset Jack

Back Camera and Light



USB Port

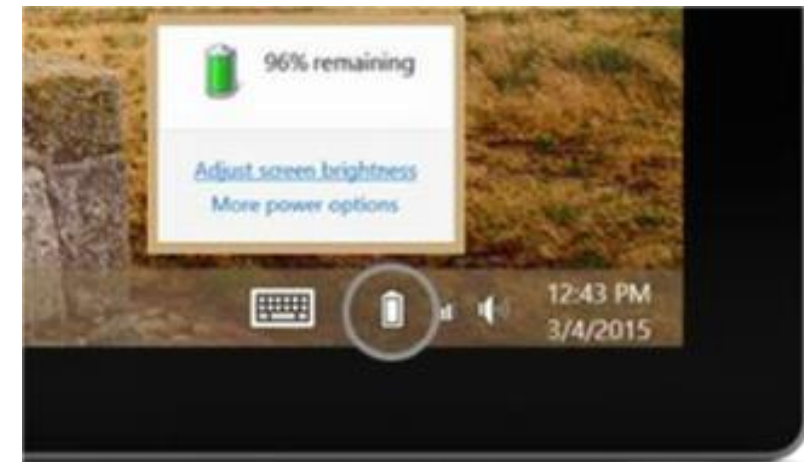
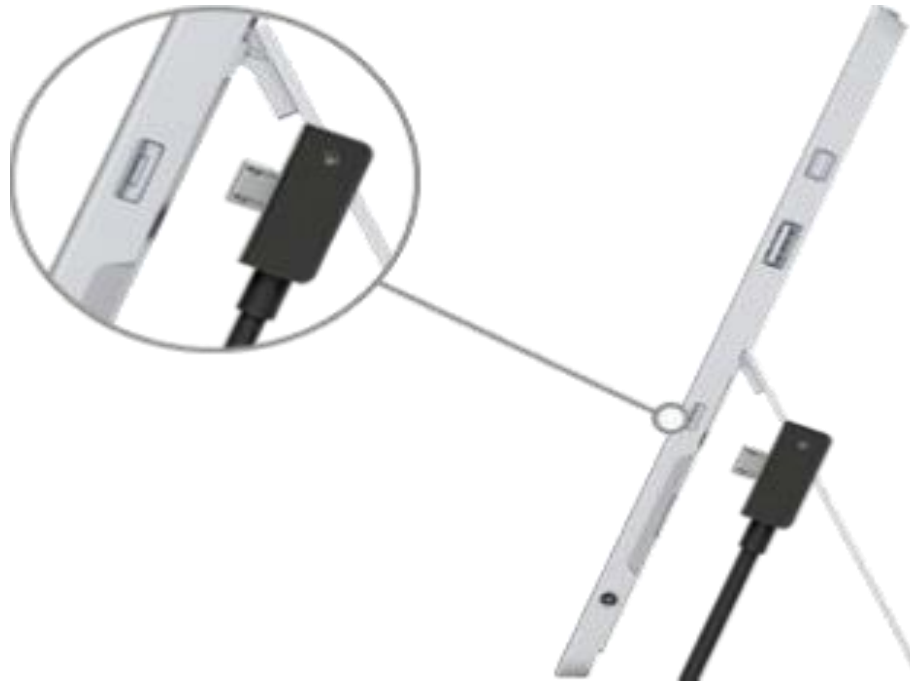
Surface 3 has a full-size USB 3.0 port that you can use to connect a USB accessory such as a printer, camera, music player, smartphone, mouse, or external hard drive.

The first time you plug in a USB accessory, Windows will install any software the accessory requires.



Power and Charging

1. Plug the Micro USB connector into the Micro USB charging port with the power cord extending downward and the light on the connector facing toward you.
2. Plug the full size USB connector on the other end of the cord into the power supply
3. Plug the power supply into an electrical outlet



To check the battery level, open the desktop and select the battery status icon on the right side of the taskbar.

Touch Keyboard

1. Connect the keyboard at the base of the Surface. There will be an audible “click” once it has connected.
2. Your surface works in 2 modes – Tablet mode and Laptop mode – when removing the keyboard, you will be prompted for “if” you want to use tablet mode.



When you close the Cover, your Surface goes to sleep. Fold the Cover back or remove it to use your Surface as a tablet.

Your surface can also use a full-sized Bluetooth keyboard and mouse if you have them.

Touchpad

1. The touchpad on the Surface Type Cover has right-click and left-click buttons that work as a mouse. The left-click button area is larger, while the right-click button is smaller.
2. The touchpad supports gestures like tap, double-tap, drag, scroll, and zoom.



Left-click Right-click

The Pen

- Your Surface comes with a Pen. The pen can be used in many applications (but not all) for writing and drawing.
- The Pen requires a AAAA battery in order to operate
- You can use the Surface Pen in drawing apps, and many others—any app that supports inking. We will discuss using it in OneNote



Replacing the Battery

1. Unscrew the top of the pen from the bottom.
2. Insert the battery, wrapped in the label from the top of the pen, with the positive (+) end of the battery pointing toward the writing tip.
3. Screw the top back on.

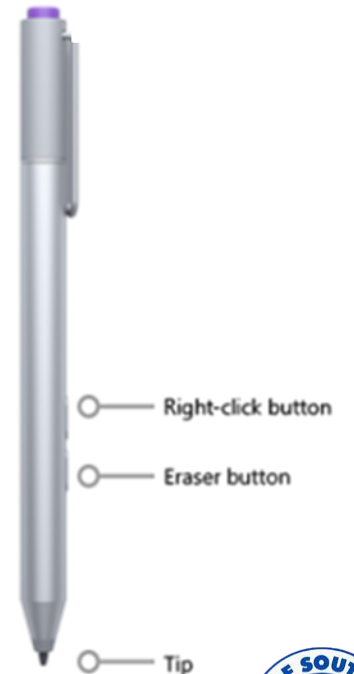
Right-click button

This button acts like the right-click button on a mouse. Hold the button down as you tap the screen.

In OneNote, you can select text and other objects by holding this button down while you touch the screen, and then circling the objects.

Eraser button

Hold the eraser button down and move the tip over the area you want to erase.



Powering on

Press the power button to turn you Surface on. You can also use the power button to put your Surface to Sleep or wake it up when you are ready to start working again



Caring for your Surface Tablet

Your Surface should be cared for just as any other electronic device.

- Keep it out of direct sunlight
- Do not use harsh chemicals on the screen or keyboard
- Keep the cover closed when not in use

Scratches, finger grease, dust, chemicals, and ultraviolet light can affect the performance of the touchscreen. Here are a few things you can do to help care for your Surface:

- *Clean it Frequently:*
 - *Dampen the cloth with water or an eyeglass cleaner, but don't apply liquids directly to the touchscreen. Don't use window cleaner or other chemical cleaners on the touchscreen.*

Keep it covered:

- *Close the cover or use a sleeve when transporting your Surface*

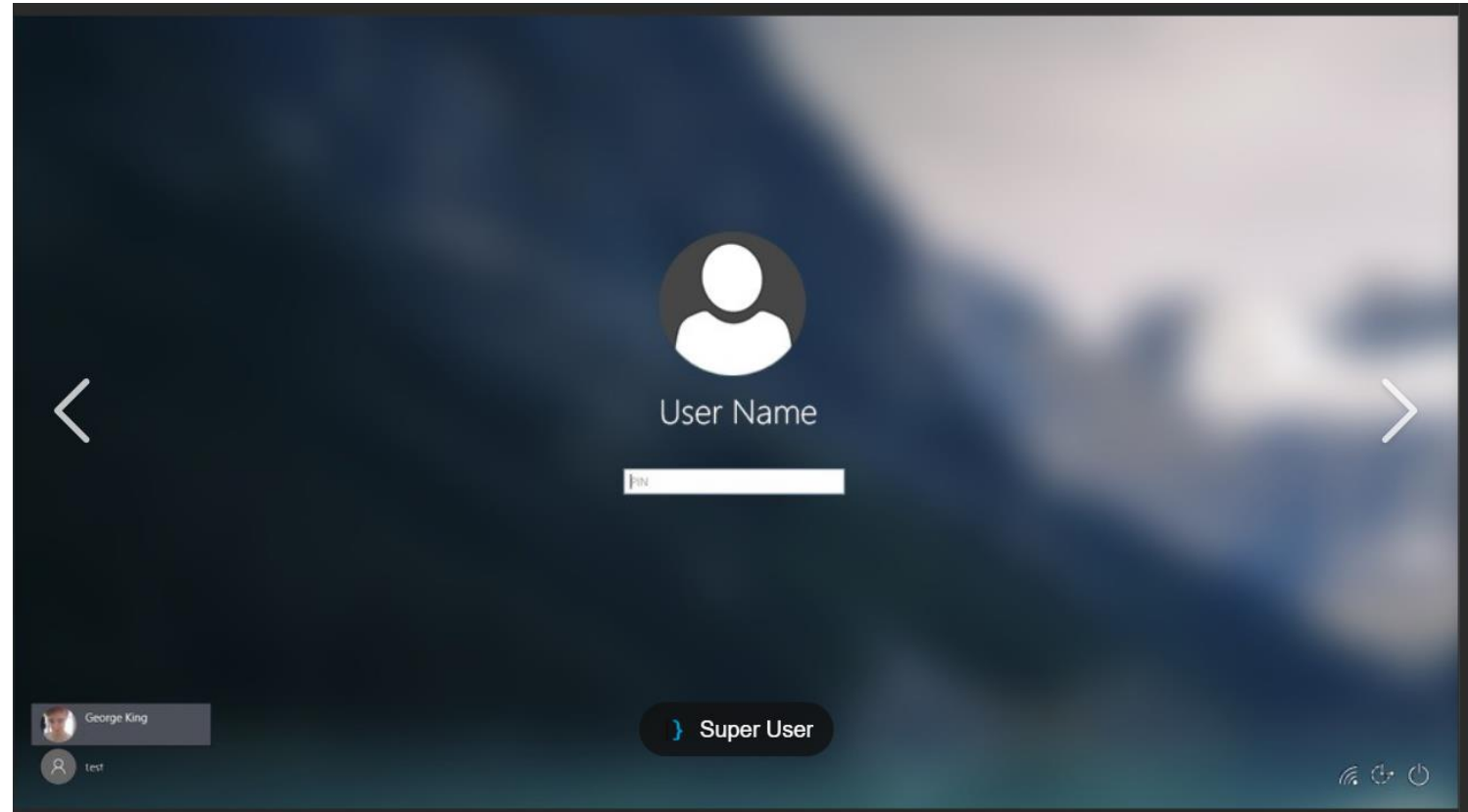
Keep it out of the Sun:

- *Don't leave your surface in direct sunlight for a long time.*
- *Ultraviolet light and excessive heat can damage the touch screen*



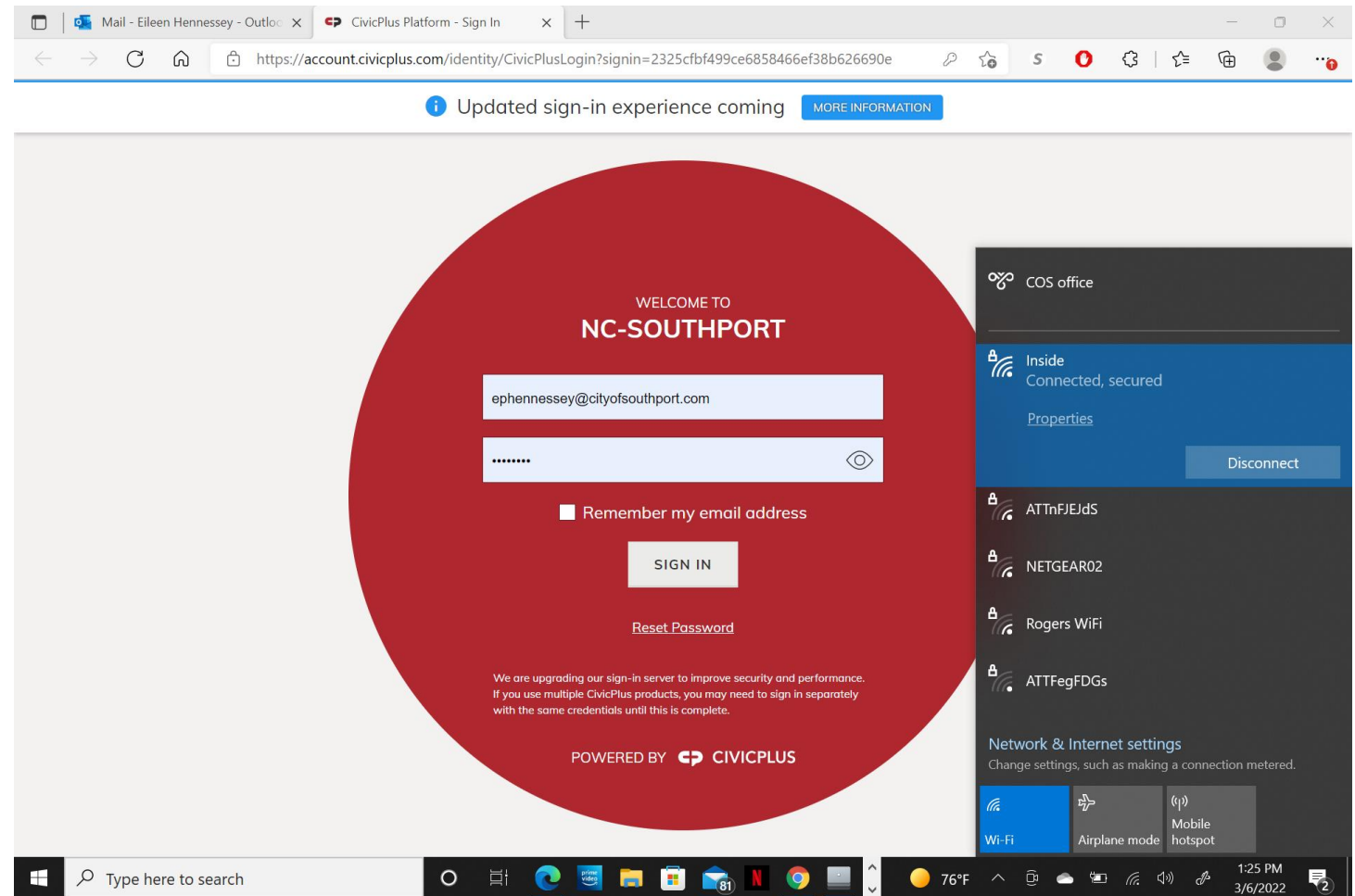
Logging into your Surface

1. Turn on or wake your Surface by pressing the power button.
2. Swipe up on the screen or tap a key on the keyboard.
3. If you see your account name and account picture, enter your PIN and select the right arrow or press Enter on your keyboard.
4. If you see a different account name, select the left arrow. Then select your account, enter your PIN, and select the right arrow or press Enter on your keyboard.



Connecting to WiFi

1. Connect to a Wi-Fi network
2. 1. Click the network button in lower right hand corner.
3. 2. Select a network name, and select Connect. (If you want to connect to this network every time it's in range, select Connect automatically.)
4. 3. If prompted, enter your network security key (network password), and select Next.



Web Browser

Your Surface comes pre-configured with Microsoft Edge as your web browser but can also run other browsers such as google Chrome

Microsoft Edge will run across your mobile devices, including Apple (MAC and IOS), Windows and Android (Chromebook or phone)



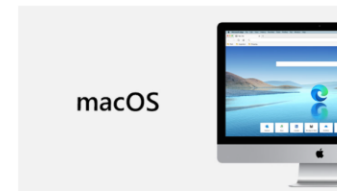
Browse with Microsoft Edge across devices

Microsoft Edge is available on supported versions of Windows, macOS, iOS, and Android.



Microsoft Edge for Windows

Microsoft Edge is the best browser for Windows. Sync your passwords, favorites, and settings across multiple devices and start using Microsoft Edge today.



Microsoft Edge for macOS

Microsoft Edge was designed to feel at home on a Mac. Easily sync your passwords, favorites, and settings across many devices. Download Microsoft Edge as your new trusted web browser today.



Microsoft Edge for iOS

Microsoft Edge is available to download on your iOS device. Sync your passwords, favorites, and collections, across your signed-in devices. Scan the QR code to install the app.



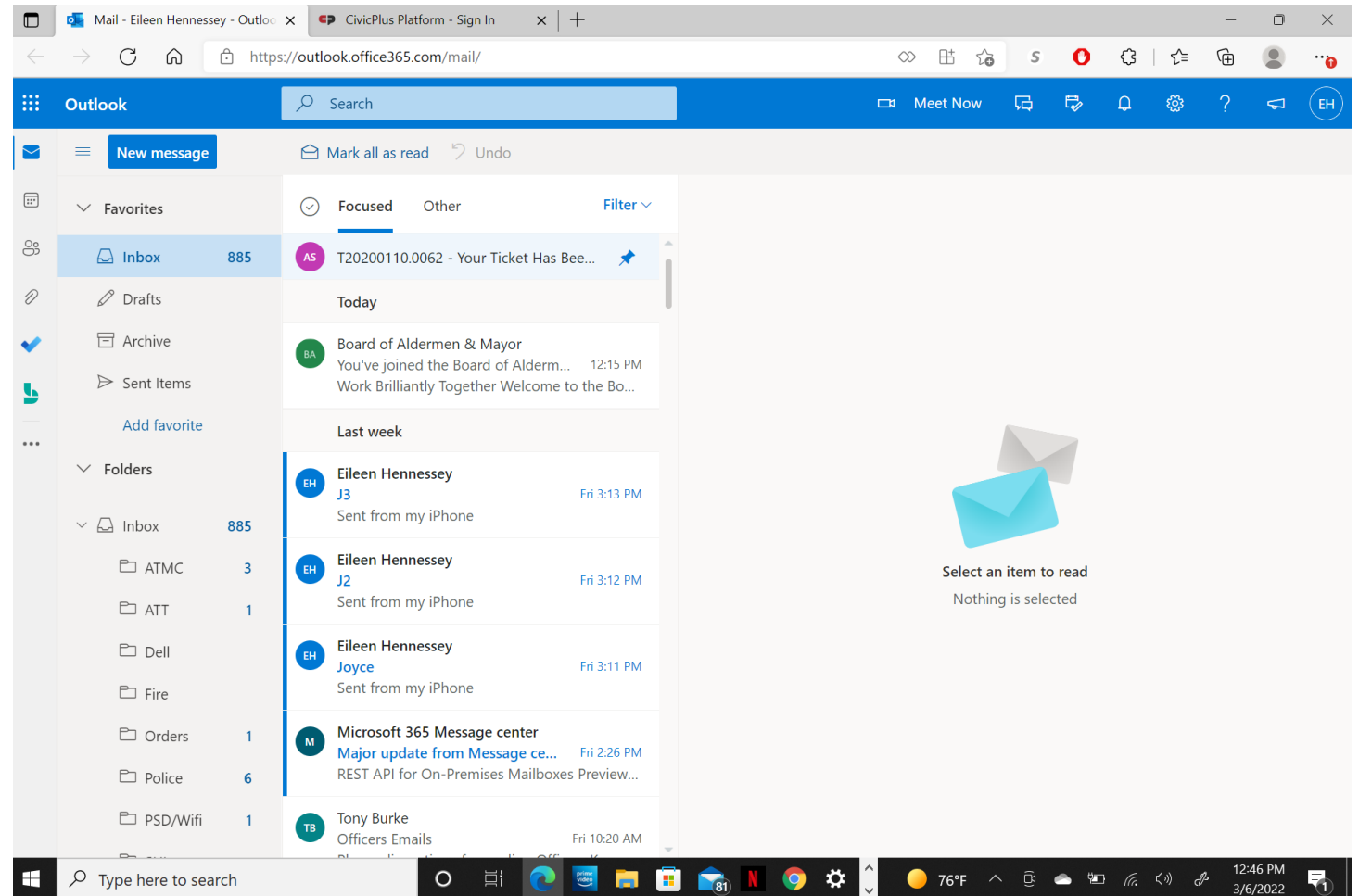
Microsoft Edge for Android

Microsoft Edge is available to download on your Android device. Sync your passwords, favorites, and collections, across your signed-in devices. Scan the QR code to install the app.



Outlook

You can access the Web version of Outlook from your Surface



OneNote

Microsoft OneNote is a note-taking program for free-form information gathering and multi-user collaboration. It gathers users' notes, drawings, screen clippings, and audio commentaries. Notes can be shared with other OneNote users over the Internet or a network.



OneNote is a digital note-taking app that provides a single place for keeping all of your notes, research, plans, and information — everything you need to remember and manage in your life at home or at work.

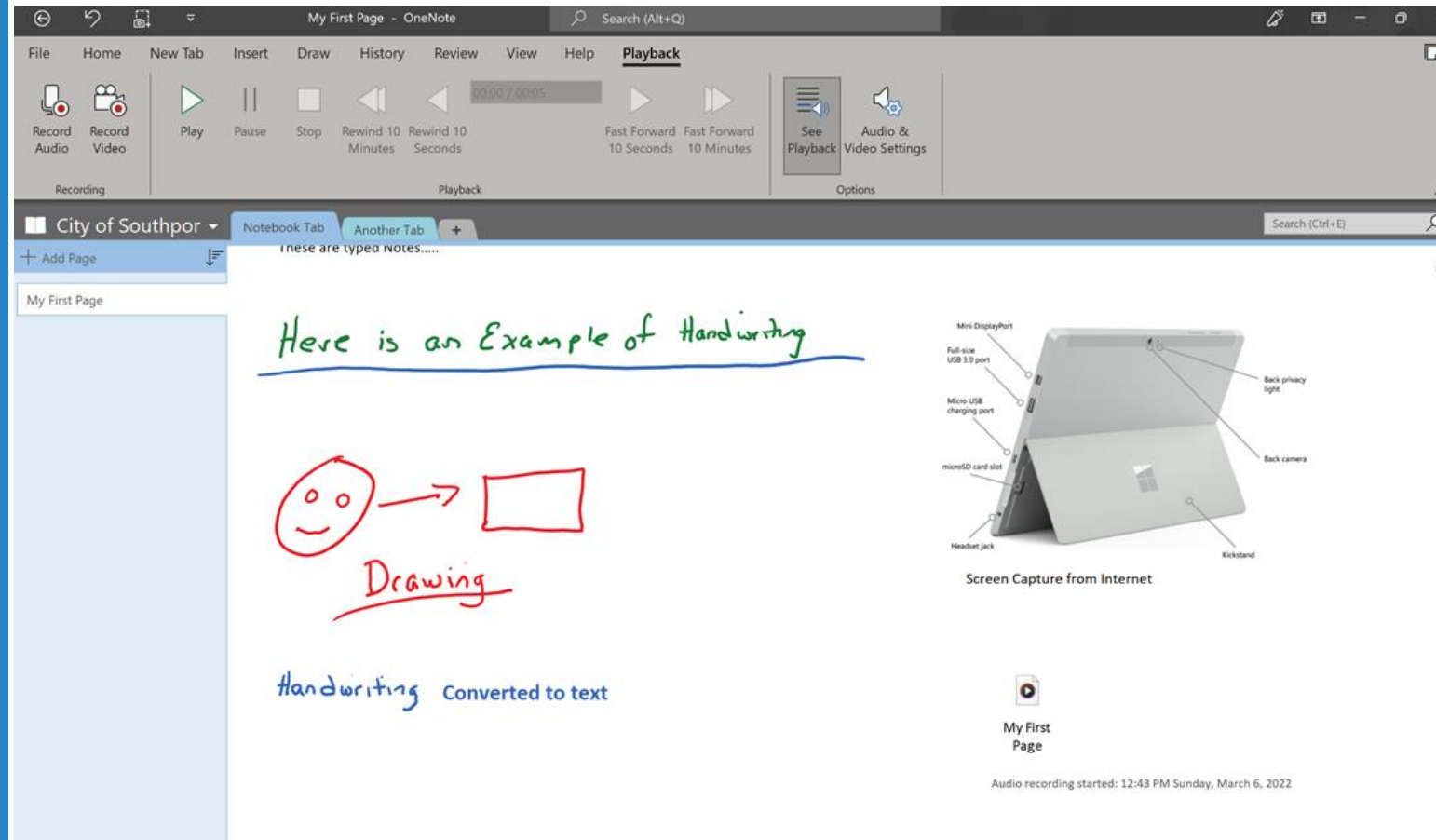
In OneNote, notebooks never run out of paper. Notes are easy to organize, print, and share, and you can search and find important information quickly, even if you forget where you've originally captured it. Your notebooks can be stored online (on OneDrive) so you can easily get to them on any of your mobile devices.

OneNote

[Video: Take notes in OneNote \(microsoft.com\)](https://www.microsoft.com/en-us/onenote/onenote-tutorial)

OneNote can capture Typed Text, Handwritten Notes, Screen captures, Audio Recordings, Video Recordings.

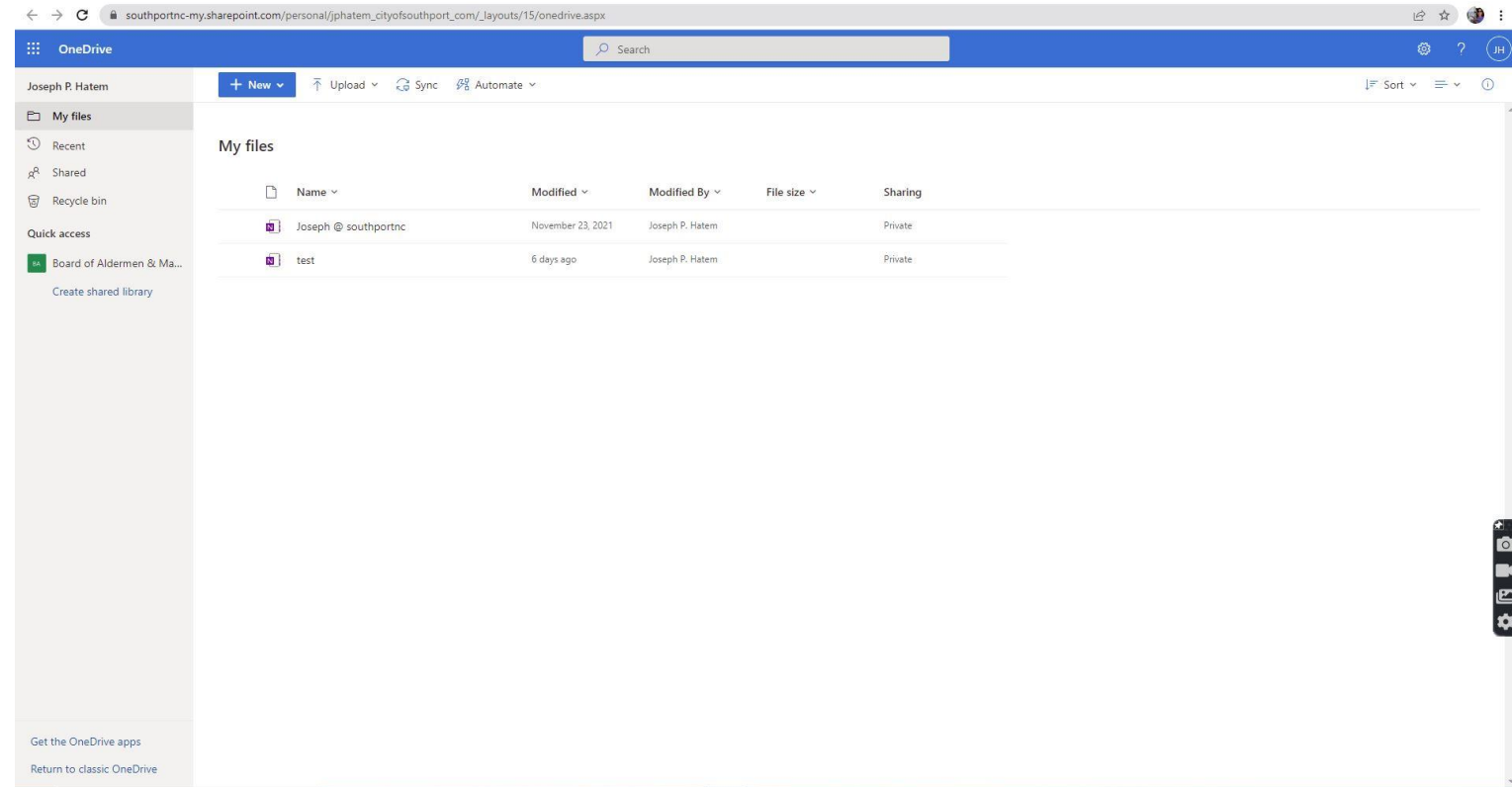
It can convert Handwritten Notes to Text





With OneDrive, you can securely store your pictures and files, share and collaborate with others, and get to your files from anywhere - on your computer, laptop, tablet, or phone

Any files you save on OneDrive are backed up daily and can be recovered if you have a computer issue



Zoom Meetings

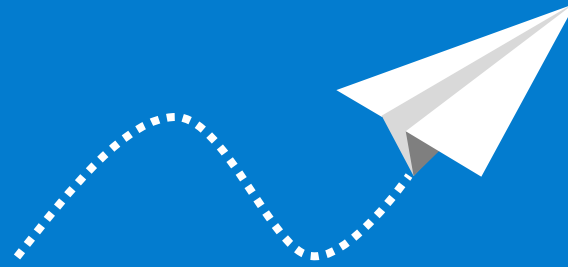
If you are participating in a Zoom or Teams meeting, you can turn your video on and use the front camera



Thank You

Eileen Hennessey
EPHennessey@cityofsouthport.com
910-409-0939

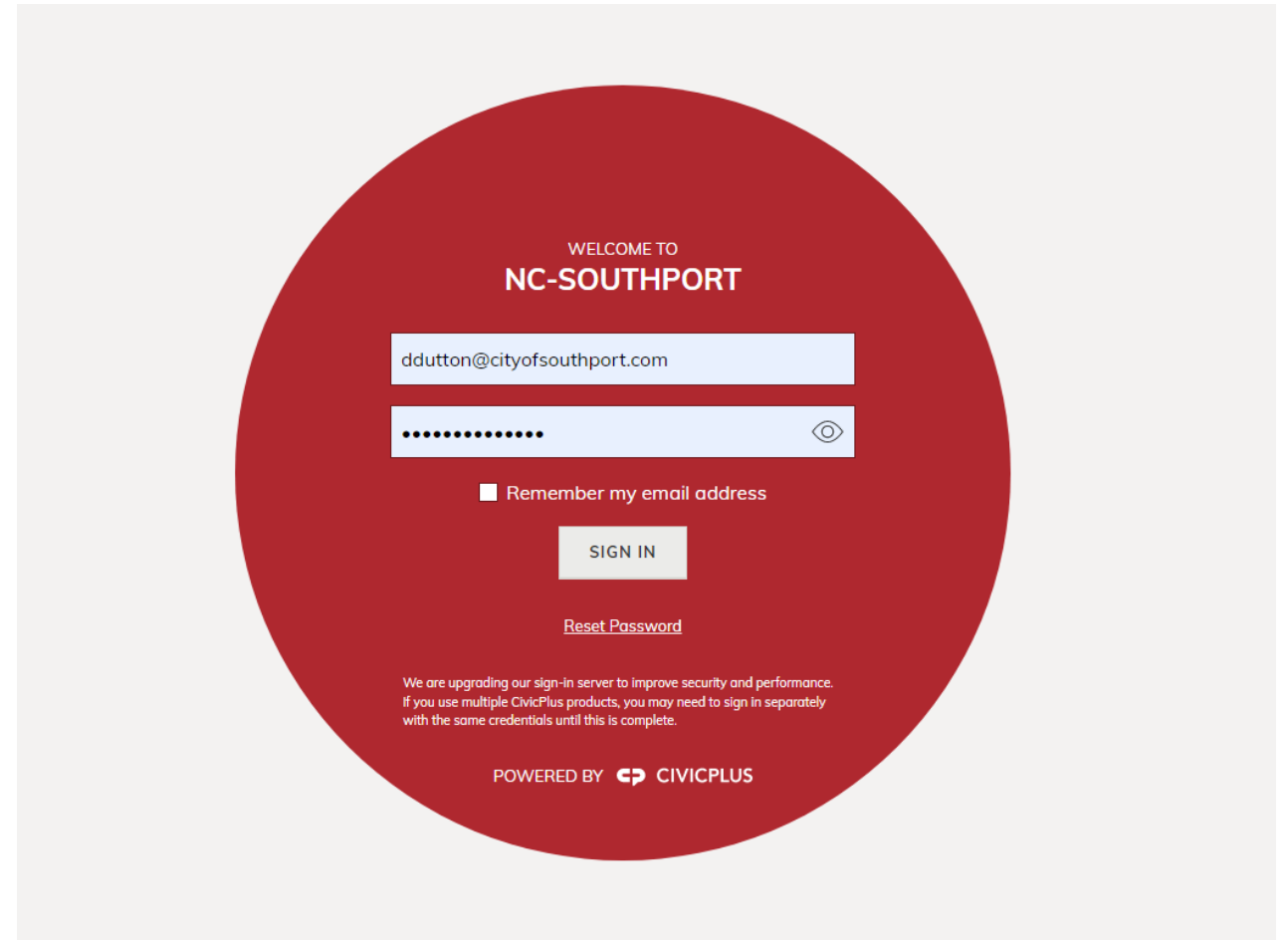
City of Southport
1029 North Howe Street
Southport NC, 28461



CivicClerk Training March 8, 2022



- This is the log-in screen for the CivicClerk Board Portal.
- You will use the log-in information that was provided to access the system.



▼ FILTER

Agendas

📅 03/10/2022

🕒 6:00 PM

Regular Board of Aldermen Meeting March 10, 2022

📅 02/10/2022

🕒 6:00 PM

Regular Board of Aldermen February 10, 2022

Once you log-in to the program, you will see a screen that lists all the agendas and packets that have been shared. You just click on the agenda packet that you would like to access.

← AGENDAS Agendas Dorothy Dutton

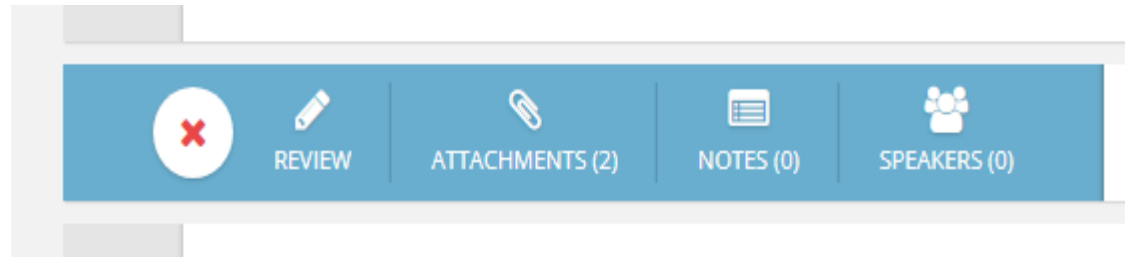
Regular Board of Aldermen Meeting March 10, 2022

Agenda Packet

- ... A. Call to Order
- ... B. Invocation
- ... C. Pledge of Allegiance
- ... D. Public Comment
- ... E. Approval of Agenda
- ... F. Approval of the Consent Agenda
- ... 1. Minutes Regular Board of Aldermen Meeting February 10, 2022 pages 1-5
- ... 2. Minutes Special Board Workshop February 17, 2022
- ... 3. Resolution Assigning Authority to Surplus
- ... 4. Resolution Declaring Goods as Surplus for Disposal

AGENDAS MINUTES CIVICCLERK NOTES MEDIA

The agenda packets will look like this. You can use the blue buttons at the top (Agenda or Packet) to go straight to those sections. You can also select the boxes with the (...) to view that section. The navigation pane at the bottom will direct you to each of those sections. The Minutes will not be posted until after the meetings. But you can select “Notes” to help you during your packet review.



This tab populates when you click on the (...). You can review the item, see the attachments, and take notes for each item. If you want to take notes-questions about the item or comments that you want to make during the meeting, the screen looks the same as the image below.

Regular Board of Aldermen Meeting March 10, 2022
[F. Approval of the Consent Agenda](#)
F.3. Resolution Assigning Authority to Surplus

CREATED BY:
Dorothy Dutton

DEPARTMENT:
Administration

SPONSORS:

Attachments

Southport-Resolution of Surplus Goods [DOCX](#)

Speakers

No Speakers

Notes (Private)

↩ ↪ 📄 **B** *I* U *ℱ* 📌 📋 📅 ⌂

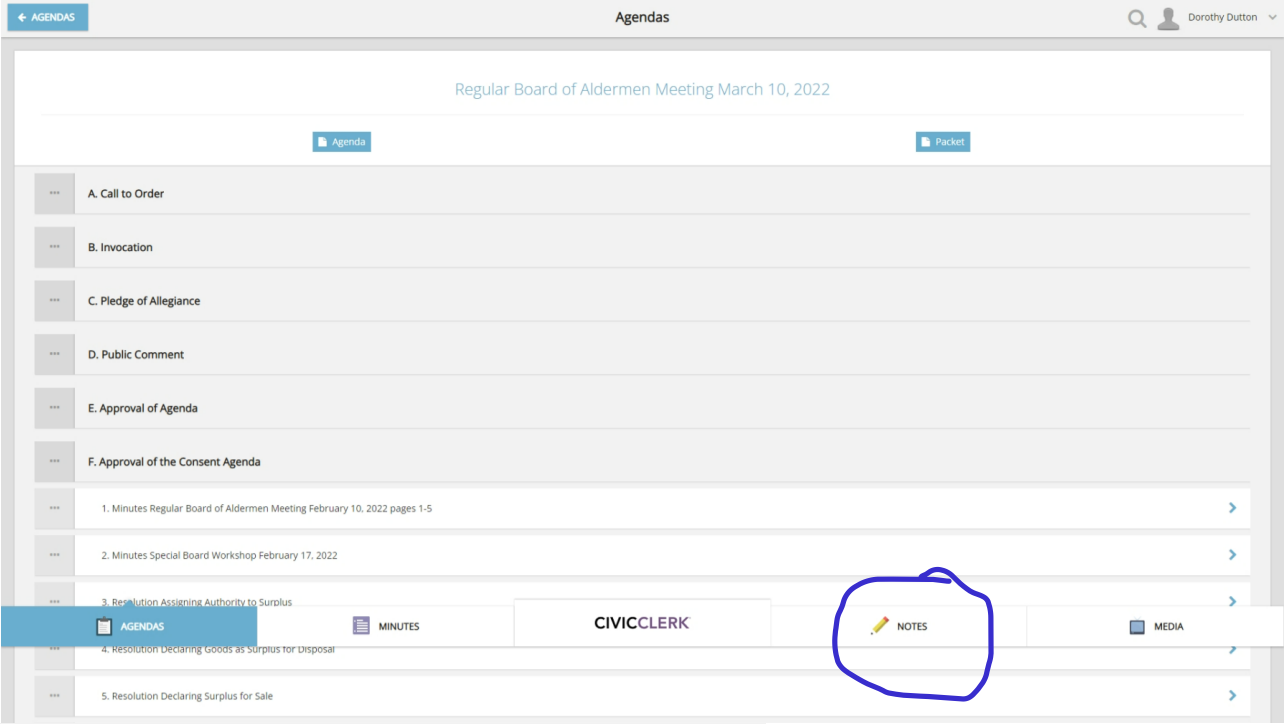
Format

📄 📋

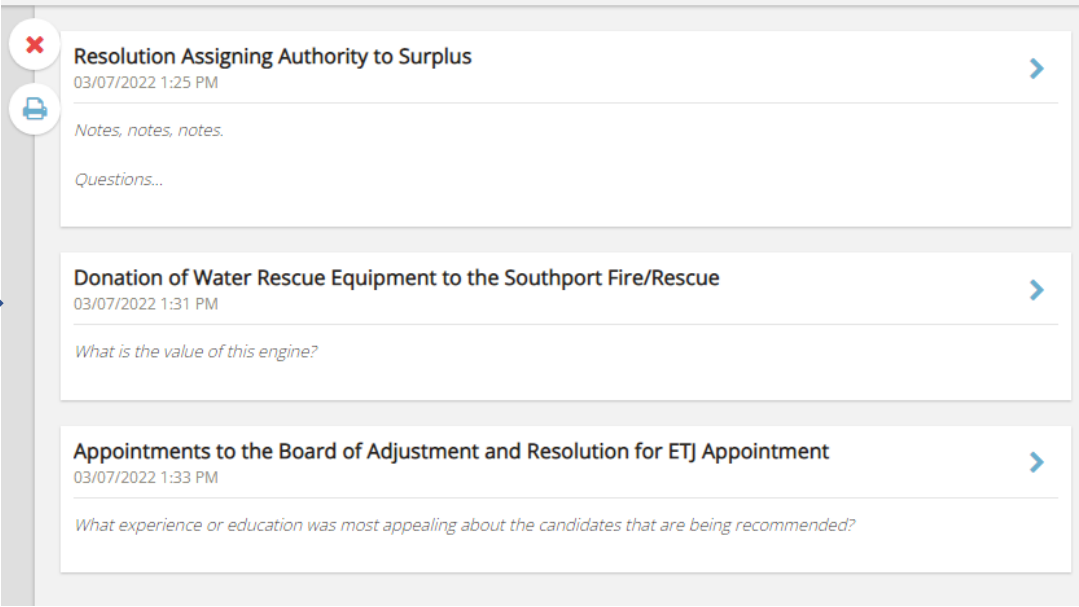
You can type into this space, and it will save automatically.



If you want to see all the sections that you have taken notes in, you can just click on the “Notes” tab at the bottom.



All of the packets that are on the portal will display. Select which meeting you wish to view. Then, all the notes that you have made will be in a list, like this:



You can print your notes or view them during the meeting.

In addition, for each agenda item, you can view which department or individual will be presenting the material, what type of item it is and the recommended action for each item.

CREATED BY:
Dorothy Dutton

DEPARTMENT:
Development Services

SPONSORS:
Thomas Lloyd

RECOMMENDED ACTION:

All the attachments for
each item are listed.

Attachments

Beebe Memo

 DOCX

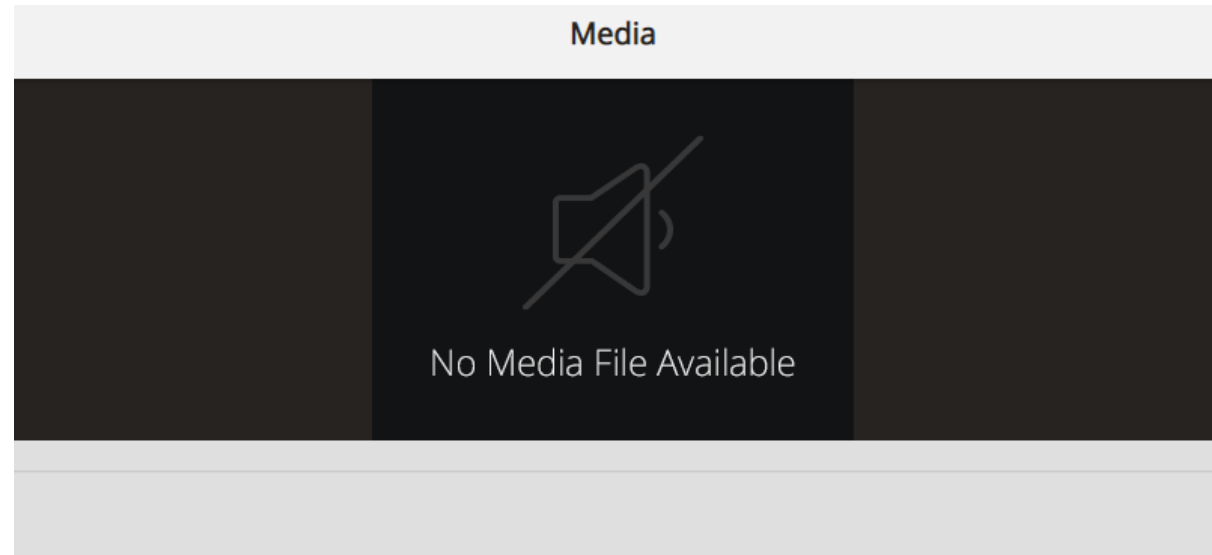
SPT HEIGHTS-LOTS 11-14n16 - ANNEX (PRELIM) 12-6-21 (18x24)

 PDF

BEEBE ORDINANCE TO EXTEND THE CORPORATE LIMITS OF THE

 DOCX

If there was a video that was part of the agenda, it could be found under the “media” tab.



At the top right of the screen, there is a gray profile that will pull up your account settings. You can select email preferences and change your settings so that you will receive an email when new content is published. That way you will be notified when the packets are available.

Email Preferences

☐ Notify me when new meeting content is published

Save

You all will have access to all the packets that have been published. Once minutes are completed, they will be uploaded to the system.

The Board of Aldermen will have access to everything in the packet. At times, there might be information that should not be available to the public. These things would typically be discussed during Closed Session. But the public has their own portal to use to view the documents that are in the packet.
The public portal looks like this:

Q Search

Keywords or Phrase

To

GO

Current and Upcoming Events

Category

Name	Date/Time	Media	Files
Board of Aldermen Special Board Workshop	3/8/2022 9:00 AM		
Board of Alderman Meeting	3/10/2022 6:00 PM		
Board of Alderman Meeting	3/10/2022 6:00 PM		Download
Planning Board Meeting	3/17/2022 6:00 PM		
Board of Alderman Meeting	4/14/2022 6:00 PM		
Board of Alderman Meeting	4/14/2022 6:00 PM		
Planning Board Meeting	4/21/2022 6:00 PM		
Board of Alderman Meeting	5/12/2022 6:00 PM		
Board of Alderman Meeting	5/12/2022 6:00 PM		
Planning Board Meeting	5/19/2022 6:00 PM		

Most Recent Events

Category

Name	Date/Time	Media	Files
Planning Board Meeting	2/17/2022 6:00 PM		
Board of Alderman Meeting	2/10/2022 6:00 PM		
Board of Alderman Meeting	2/10/2022 6:00 PM		Download

The VIBE Board will be used as a tool to enhance the public's viewing experience. The Board will use their tablets to view the documents, pictures and maps.

Items for Board agendas will be due NO LATER than Wednesday at 5:00 p.m. Because the CivicClerk software updates/publishes overnight, they will be posted on Thursday, so that the Board will have access on Friday.

The packets will be uploaded to the public portal either Friday, or Monday, whichever the Board decides is the best policy.

I have requested that the City seal be added to the public portal, for better recognition.

Questions for the Board:

1. Would you prefer the public have access to the packet on the same day as the Board, or after the weekend?

2. Does the Board prefer the department reports be listed in the program as one complete attachment or each listed separately?

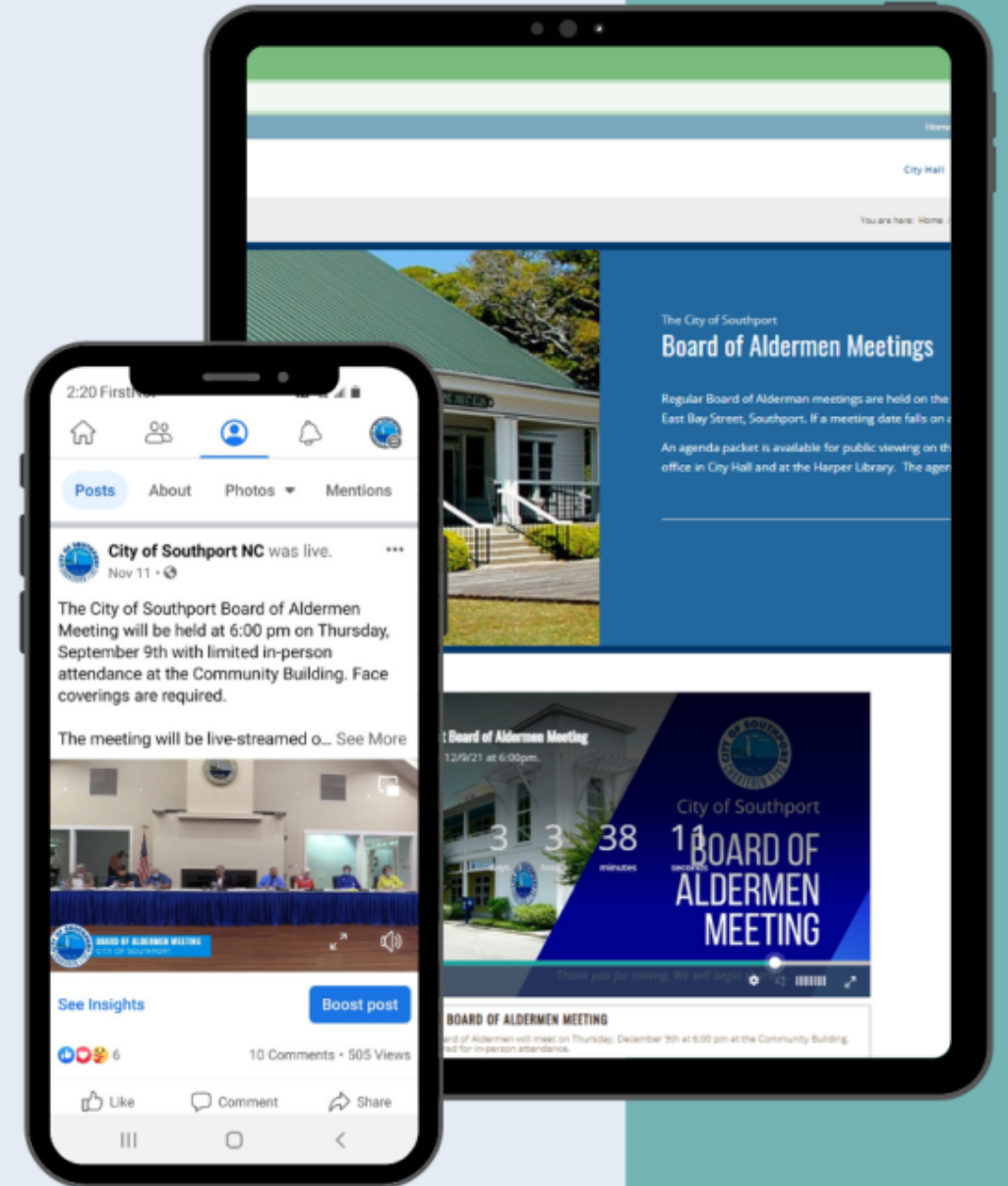
Questions about CivicClerk ?

Questions about the Microsoft Surface?

Link to Board Portal: [CivicPlus Platform - Sign In](#)

Link to Public Portal: <https://southportnc.civiccler.com/web/home.aspx>

Community Building Audio/Visual



RFP TIMELINE

Allayna Hire Date 7/21/21

August

September

October

November

December

January

February

Needs and current equipment assessed, RFP written

Sep 7, 2021 - RFP Went Out

Sept 23, 2021 - Met with Solutionz

Oct 15, 2021 - Met with Carolina Smart Solutions

Nov 3, 2021 - Met with Landmark

Nov 16, 2021 - Premiere Communications

Nov 30, 2021 - RFP period closed

Dec 10, 2021 - Review of Proposals

Dec 20, 2021 - Landmark Sent Revised Quote

Feb 11, 2022 - Solutionz Sent Revised Quote

What did we ask for?

We seek to modernize the building to prepare for future events and meetings without compromising the simplicity of the natural beauty of the space.

The proposed design would include all elements of a complete A/V system including but not limited to, microphones, screens/video displays, audio reproduction, audio/video cables, and infrastructure; audio/video switching, distribution, recording, and streaming.

The natural light coming in the windows makes it very difficult to use a projection screen due to saturation.

We need a solution that would allow the board members, the electronic viewers, and the in-person viewers to see the presentation simultaneously and comfortably.

What did we ask for?

Since the room is configured differently based on different events, the proposed A/V solution needs to be flexible.

It is important to us to keep in mind how much room is required to accommodate the A/V equipment. Since seating is already at a premium, we don't want to lose too many guest chairs.

The building maintains a lot of hard surfaces which causes the sound to bounce around the perimeter of the building. Due to this, our current speaker system can be loud, but not necessarily clear.

We sent a revised request to ask for a phased approach, with phase one specifically focusing on sound.

Vibe Board

\$6,848.15

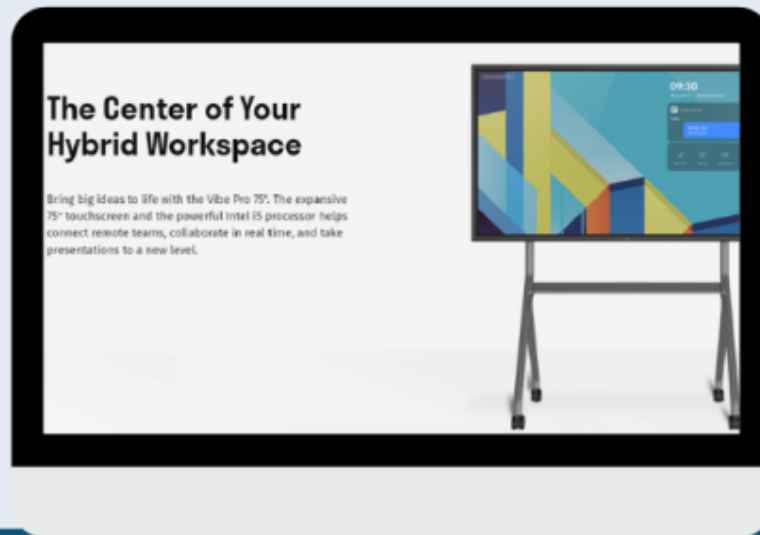
*Ordered on November 29th, using a Black-Friday discount.
A cost savings of \$1,050.00.*

The vibe board is a collaboration solution that combines an interactive digital whiteboard and smart software.

Think about it like a much larger tablet.

Presentations are conducted using the Vibe board in real-time, by connecting to the tablets each board member will receive. The audience will see what they see.

This interactive software is moveable, unlike stationary TVs, which would prevent us from storing it when the building is being used by other types of events.



Boxcast Pro

\$3,495.00

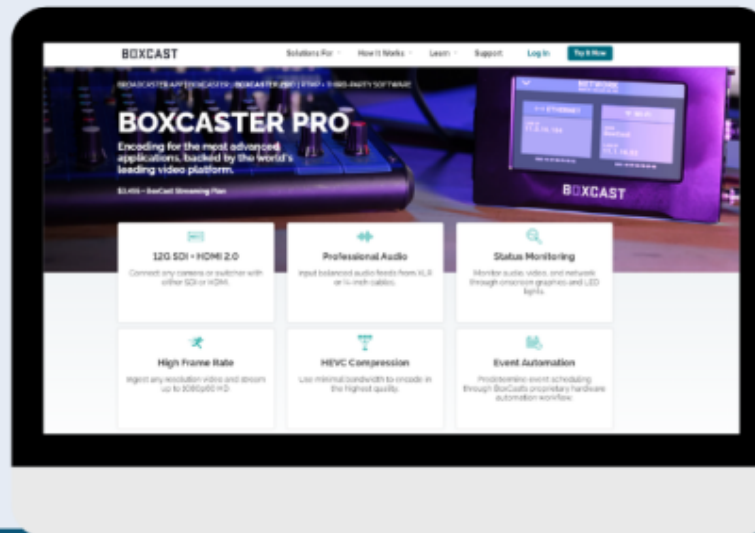
Ordered on 2/23/2022

The Pro box uses more advanced compression, so it uses less bandwidth to stream and will look clearer than our previous version.

This is a newer form of compression called HEVC and is quickly becoming the new standard in streaming.

It has a bigger hard drive which allows for a maximum buffer on our flow control which helps it overcome network issues.

There is a touch screen for adjusting settings onboard the unit. You can change inputs, audio settings, wifi, and a lot more right from the unit itself.



Solutionz - Option 1

Total \$137,776.89

A Crestron media system which includes a wireless touch panel for room control

The proposed voice - will be comprised of desktop and hand held microphones

The video feed will be controlled using (2) mounted camera's called Vaddido Roboshot

A Mersive Solstice Pod for interactive sharing

(2) WAPs mounted to the ceiling

Networkable charging bays for wireless microphones

Solutionz - Option 2

Total \$59,550.00

A Crestron media system which includes a wireless touch panel for room control

Our current microphones/switchboard
A Mersive Solstice Pod for interactive sharing

The video feed will be controlled using (2) mounted camera's called Vaddido Roboshot

Landmark A/V

Total \$39,536.85

The proposed conferencing system will be comprised of desktop microphones with Push-to-talk or Push-to-mute buttons.

The video conferencing will be controlled using the new KMU-200 4K Multi-Channel Touch Screen Region of Interest Switcher.

The switcher will also receive the video output of the Smart Board to display its sources to the stream.

This system utilizes a single 4K PTZ Camera to give the operator freedom to create preset positions and within those positions choose zoomed-in areas to highlight.

Premiere A/V

Total \$15,412.03

Provide a needs assessment and design services to the City.

Inspect, review and analyze the Community Building's existing AV systems (two site visits - initial and final reviews) Review operational needs for the completed and update AV systems

Provide summary descriptions together with cost estimates for a minimum of two (2) design alternatives for the AV system improvements that meet the operational requirements determined during the needs assessment

Provide functional design, technical specifications, and other information necessary for inclusion into the build/implementation solicitation.

Provide technical assistance and oversight during the system build/implementation.

The Communications Team met on December 10

We used this as an opportunity to go over the proposals as-is with the City Manager.

At his direction, after the meeting a revised request was sent to the participating companies, asking them to return a Phase One solution that focused on the Audio component only.

Only two companies responded to this request.

Solutionz

Total \$22,952.32

Wireless mic transmitters
Wireless boundary mic
Wireless bodypack
Wireless mic receiver

A Crestron AMP
Six Biamp Desono
mounted speakers

Our current desktop
microphones
Our current switchboard

Landmark A/V

Total \$19,780.03

Desktop microphones with
Push-to-talk or Push-to-
mute buttons.

Two handheld
microphones.

A mounted hardware rack
to be located in the
kitchen.

Our current switchboard.

An Ipad to control speaker
volume and other various
equipment.

Two mounted column wall
speakers, to be placed on
either side of the fireplace

Where we are today

In the midst of a phased approach.

Visual - Presentations

We are continuing to learn the new equipment we have ordered. (Tablets & Vibe Board)

Visual - Streaming

We are continuing to use the same camera setup we have been using, with the addition of the new Boxcast device.

Audio

A decision needs to be made.

We have \$14,656.85 left in our budget

Setting Audio Expectations

The microphones we currently have are working better than they have in the past. The reason for this is that the small antenna that is on each mic is being tested prior to the meeting.



The speakers are large and cumbersome. Moving the speakers, and equipment in general, around as much as we do lowers their life expectancy each time we do it.

The issues that we continue to have include forgetting to turn mics on and off, not sitting with your head facing towards the mic within five inches of your face, and fidgeting with the mic after the meeting has begun.

We are able to move the speakers around the room, making them sit in the best possible spot, no matter the way we choose to set up the room.



My Recommendation

If we choose to upgrade the system, my recommendation is that we choose the Landmark Audio, Phase 1 proposal.

\$19,780.03 total.

\$5,123.18 over the remaining budget



Communications Program Overview

Lisa Anderson,
Assistant Director of Communications

Today's Objectives

- Discuss Effective Municipal "Communications"
- Review the Scope of the Communications Program
- Future Visioning



"To strive for excellence in our government, project a positive attitude, involve our community, and protect our citizens by ensuring a safe, secure and tranquil quality of life with controlled and orderly growth."

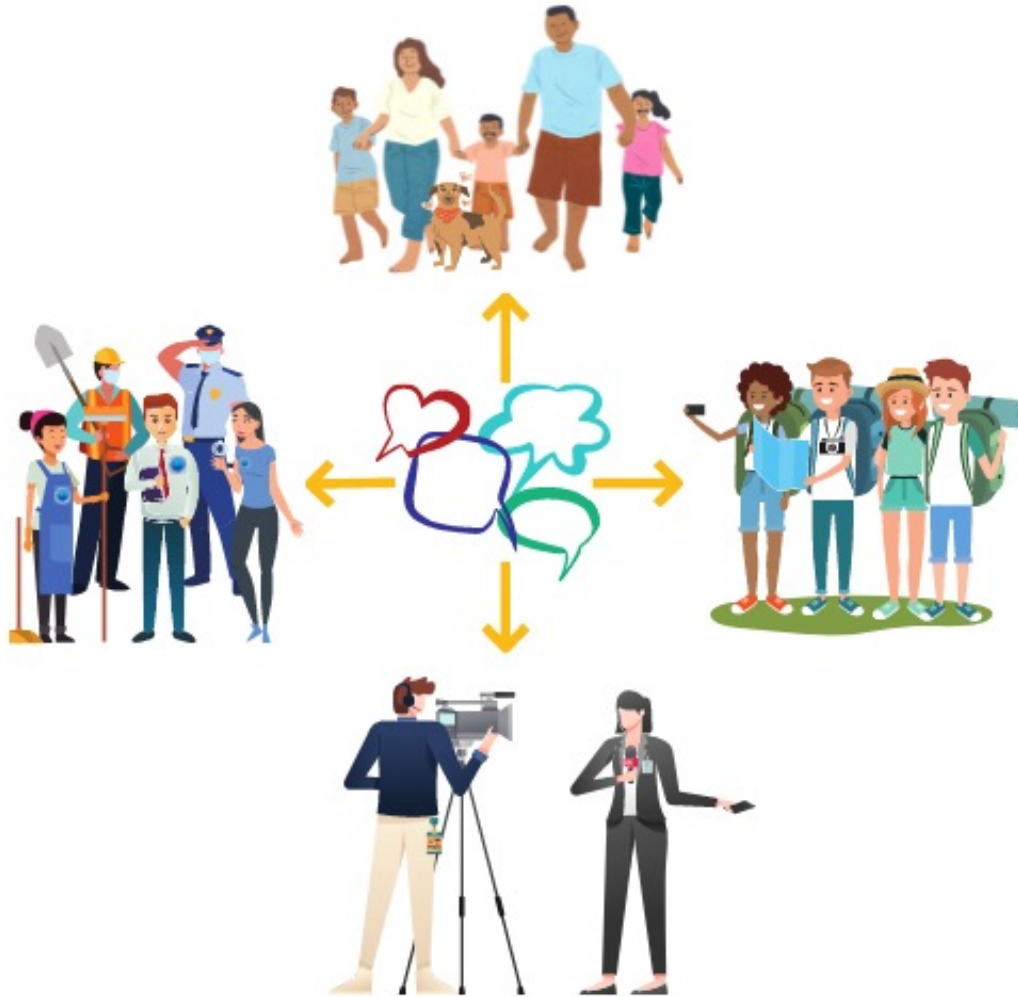
City of Southport Mission Statement



Effective Municipal Communications

What do we really mean when we talk about “communications”?

Audience First



COMMUNITY MEMBERS

Southport residents and local business owners.

VISITORS & FRIENDS

Those that visit and invest in our local economy – and those that admire Southport from afar.

CITY STAFF

The heartbeat of a well-functioning City and our most important asset.

MEDIA

Extends our messaging – *or develops their own.*



Basic Municipal Communication Strategy



EDUCATE

ENGAGE

INSPIRE

RELATIONSHIP



Effective Communication (Southport) is:

01

TRANSPARENT

02

ACCOUNTABLE

03

AUTHENTIC

04

STRATEGIC, NOT REACTIVE



Effective Communication (Southport) is:

05

CONSISTENT

06

COLLABORATIVE

07

INCLUSIVE OF ALL DEMOGRAPHICS

08

ACTIVELY LISTENING





The Evolution of Southport Comms

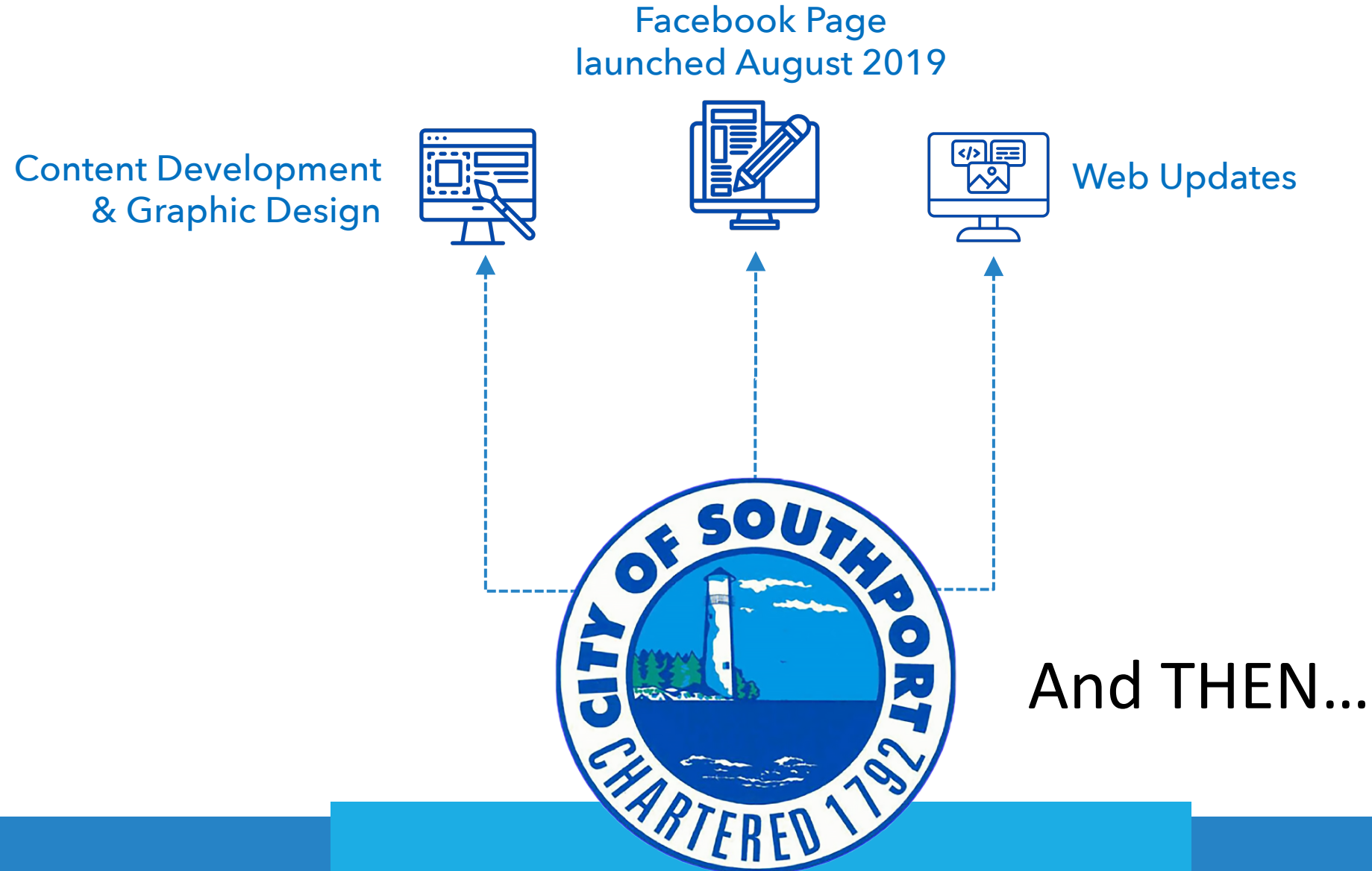
HOW'D WE GET HERE??

July 2019

"We need a Facebook page."



The 2019 Vision (Extension of Tourism)



PLOT TWIST! Pivoting Towards Public Safety

September 2019: HURRICANE DORIAN

August 2020: HURRICANE ISAIAS

2020 to ??: COVID-19 PANDEMIC





COMMS PROGRAM TODAY

Web Design & Maintenance

Video Production & Audio Visual

Social Media Management
& Graphic Design

Brand
Management

Southport
Newsletter
(Tourism)



Southport
CONNECTED!



Internal
Training



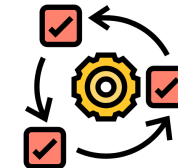
Media Relations



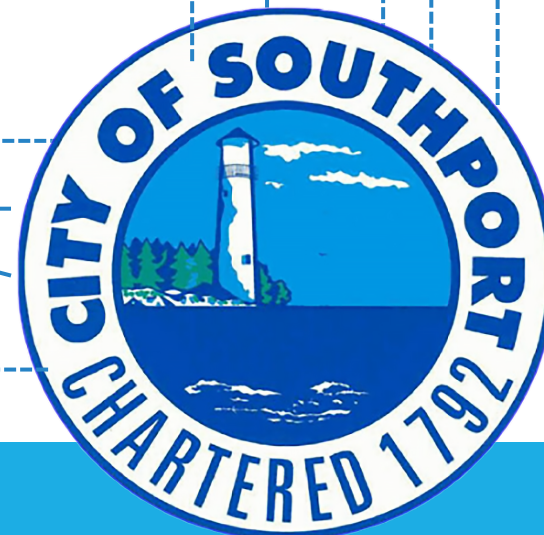
Social Listening &
Combatting Misinformation



Process & Workflow
Development



Emergency
Comms



The City Website & Events Calendar



- Established in 2017 with a grant from ElectriCities.
- Grew with the City and became unwieldy and difficult to navigate.
- *Website refresh recently completed!!!*

www.cityofsouthport.com



Our Social Media Presence in 2022



*City of Southport NC: 4,700+ followers,
65 posts in Dec 2021 (~780 posts/year)*



*Southport NC Emergency Information:
2,400 followers*



cityofsouthport: 2,500 followers



@CityofSPT: 675 followers



City of Southport NC: 303 Subscribers



Government and Social Media



- Communication between government entities and citizens on social media is considered a PUBLIC FORUM.
- Government agencies must adhere to open record laws in their state and be able to respond to public record requests for social media content.
- We contract with Archive Social for compliance with social and web



What is Social Listening?



- Actively monitoring and moderating each channel.
- You can't build relationships if you're not listening.
- Facilitates a 2-way dialog.
- Requires a clear understanding of 1st amendment rights as applied to government & social media

We support on-topic "Citizen Speak" and we remain transparent.

Combating Misinformation & Rumors



- COVID-19. Evolving public health guidelines from the CDC, along with state and county directives needed to to be translated into meaningful information for the Southport community.
- Political unrest before, during, and after the 2020 elections brought the challenges of government communications to a new level.

We respond with facts to clarify misinformation and rumors.



Brand Management is Not a Tourism Tactic!



- Our brand boils down to *public perception* of the City. It's our *reputation*.
- Expressed in *EVERY form* of communication.
- We are all *Brand Stewards*!
- Setting the tone in an authentic, approachable, and relatable manner humanizes us and *brings "the city" and City Hall together*.

A well-executed brand strengthens a community's pride and sense of place.



Video Production & Audio Visual



2020 brought the need for further digitalization of all the City's communications.

VIDEO - one of the most important ways that we communicate our humanity as a city.

FILMING & VIDEO PRODUCTION



Mayor's Update Videos



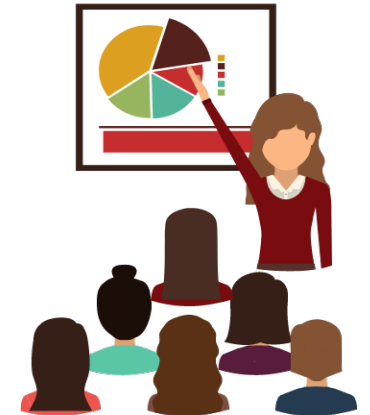
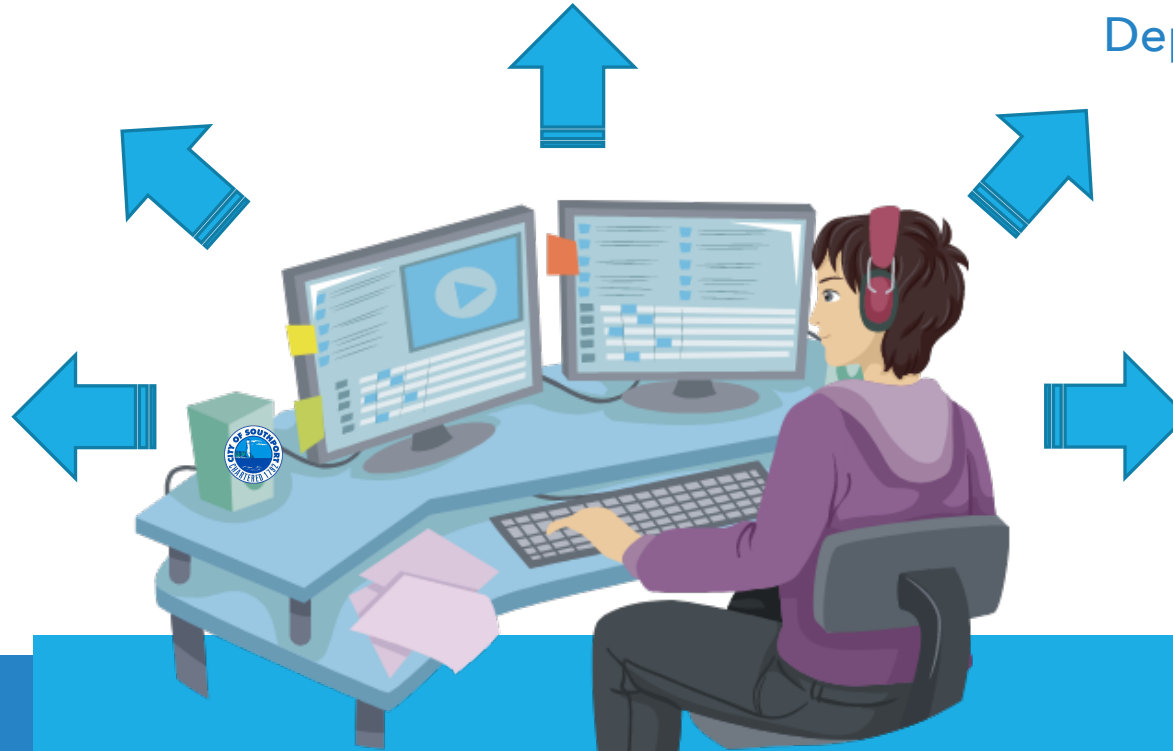
Community Campaigns



Departmental Programs



Virtual Events



Training



LIVE STREAMING VIDEO



BOA Meetings



Community Events



Southport CONNECTED!



- Southport's Community Notification Tool used for community updates, traffic information, geo-targeted notifications (i.e., power interruptions), employee notifications, and emergency alerts.
- Built on the OnSolve CodeRED platform, customized for Southport
- Notifications are sent via email, text, and voice (emergency).
- 1170 Subscribers



Public Information Officer/ Emergency Communications



- Report NWS weather watches/warnings
- Report accurate and timely information to the public and media through:
 - Social Media
 - City Website
 - Press Releases
 - Southport CONNECTED!
- Facilitate a network of local PIOs/communicators to collaborate, share best practices, and work together before/during/after an emergency.



Media Relations (Non-Emergency)



- Extending City messaging to the media through press releases when appropriate. *Not everything is “news.”*
- Press Liaison – facilitating interview requests with City leadership.
- FUTURE GOAL – Proactively build relationships with local media *before* an emergency situation to understand their needs and the best way to work with them.

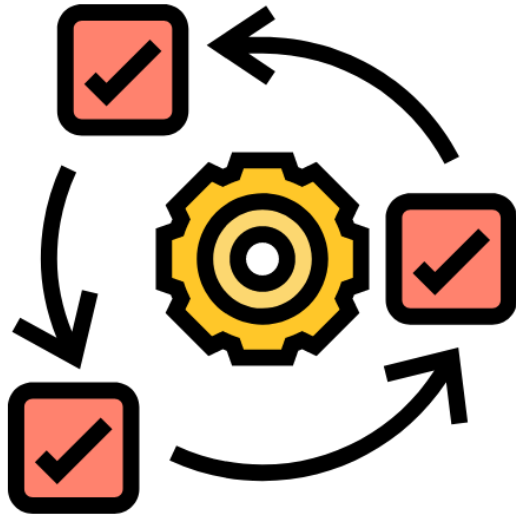
City of Southport Monthly Newsletter



- Established in 2020 and managed by the Tourism Department
- This monthly publication features a community update from the Mayor and City Manager, employee profiles, articles from BOA committees, Southport history, recipes, and a calendar of upcoming events.
- Over 750 subscribers, both local and out of state.
- Viewers subscribe via Southport CONNECTED! to have it delivered to their inbox each month or they can view it on our website.

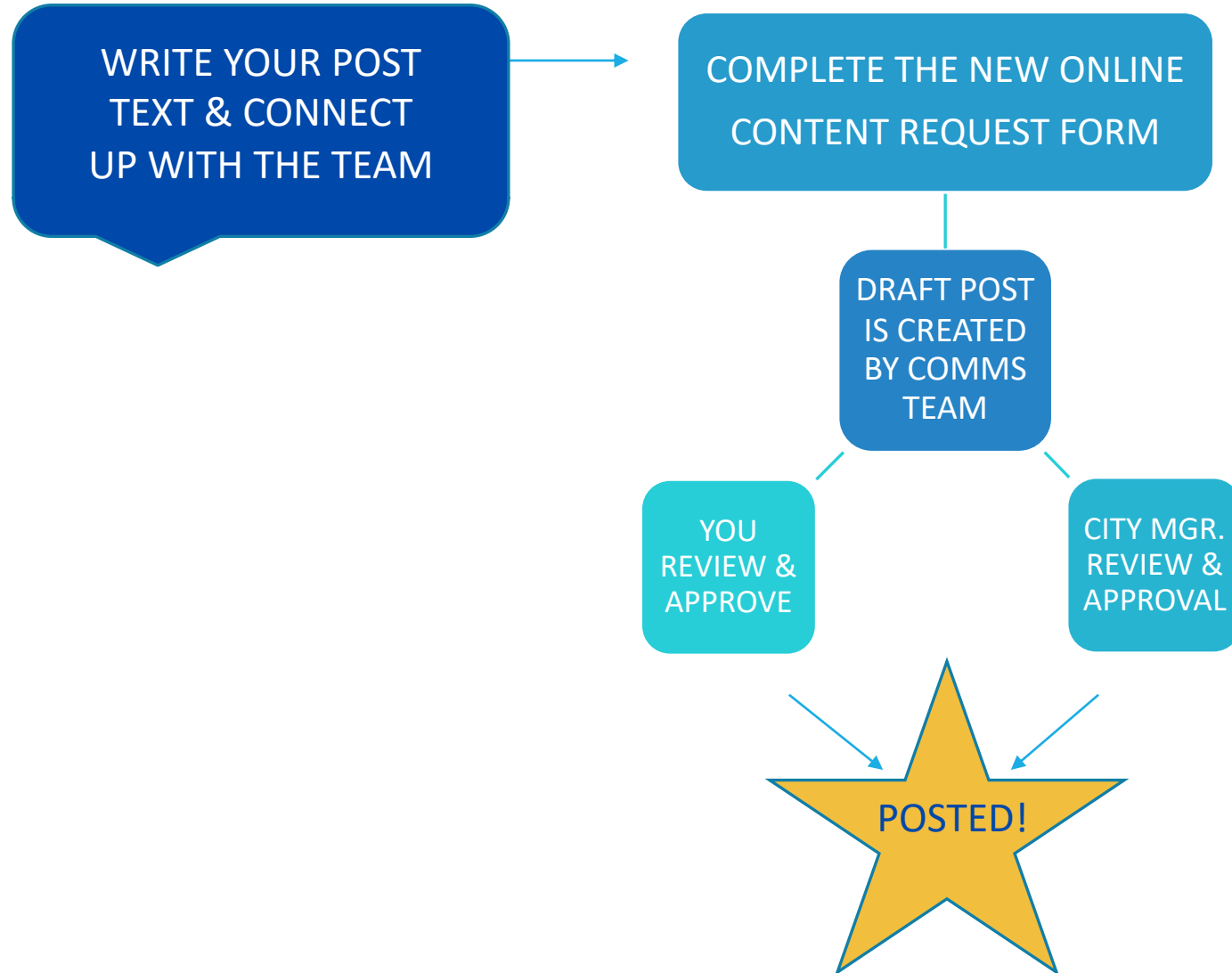


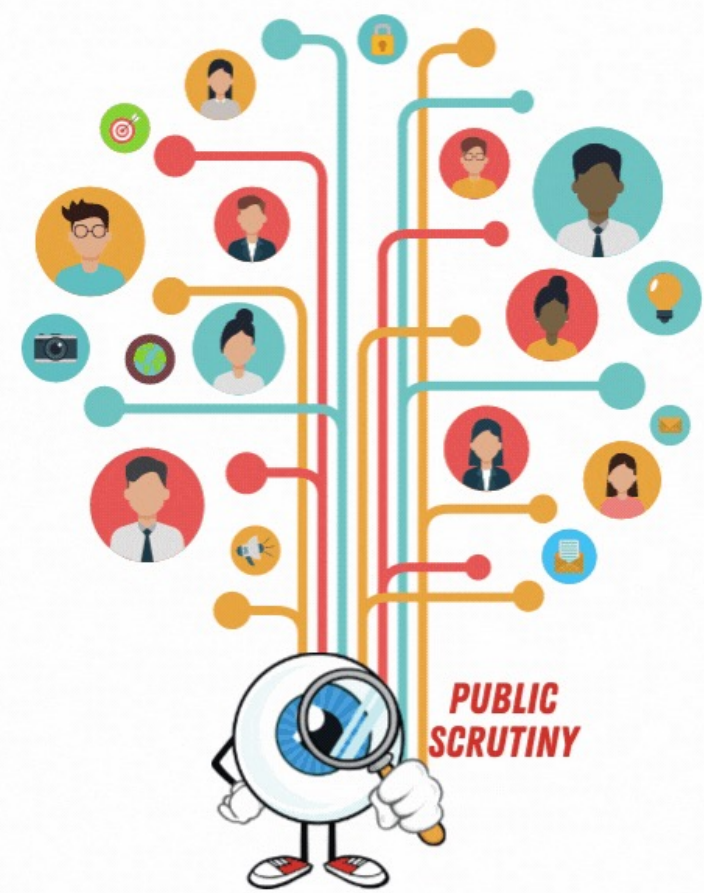
Communications Process & Workflow Development



- **Exploration:** Proactively identifying our communication gaps and bottlenecks.
- **Process Improvement:** Building collaborative processes that break down information silos.
- **Innovation:** Exploring new tools that enable us to digitize and automate workflows.

The Content Submission & Approval Workflow







Content Request Form

Do you have content that you need to get out to the community such as a Public Notice or other notification? Then you're in the right place. Get started by completing this form.

START →



Your Name *

Type a description

First Name

Last Name

NEXT →

Your Phone

Type a description

Please enter a valid phone number.

← PREVIOUS

NEXT →

Your Email *

Requestor Email

example@example.com

← PREVIOUS

NEXT →

Post Content *



Please enter the text for your post here.

Type here...

← PREVIOUS

NEXT →

Image/Artwork

If you have a graphic that you would like to use, please upload it here.



Drag and drop files here

Max. file size: 10.6MB

BROWSE FILES

← PREVIOUS

NEXT →

Post Deadline

If there is a specific deadline for your content to be posted, please enter it here.

mm-dd-yyyy



Date

← PREVIOUS

NEXT →

Social Media: Where should your content be delivered?*

Choose all that apply.

☐ Facebook - General Community Update

☐ Instagram

☐ Twitter (280 character limit)

☐ Do not post on social media

← PREVIOUS

NEXT →

Southport CONNECTED! Notification*

Should your content be published through the Southport CONNECTED! community notification tool? Standard messages are sent out to registered community members via phone and text. In special instances, recorded voice notifications can be included.

YES

NO

Southport CONNECTED! Audience

If you selected yes above, who should receive this notification via Southport CONNECTED!?

☐ Southport Community Update
Distribution

☐ City Employees

☐ Mayor & Board of Aldermen

☐ Specific Geo-Targeted Location

← PREVIOUS

NEXT →

Southport CONNECTED! Geo-Targeted Location

If your content is going to a specific geo-targeted audience, please provide the location parameters.

← PREVIOUS

NEXT →

City Website & Events Calendar

☐ Add a post to the City website

☐ Do not post this on the website

☐ Add to the City Events Calendar

← PREVIOUS

NEXT →

Promotion Tactics/Media Awareness

How can we best promote awareness for your content? Please click all that apply, and we'll contact you on the details.

☐ Press Release

☐ Video Interview

☐ On-site FB Live (events)

☐ Article in the Southport Newsletter

← PREVIOUS

NEXT →

Does this content require feedback or approval by an elected official(s)?

Certain "high profile"/controversial topics should include input from the Mayor or BOA before posted.

YES

NO

← PREVIOUS

NEXT →

If so, who should we enage?

Please enter the elected official's name

← PREVIOUS

NEXT →



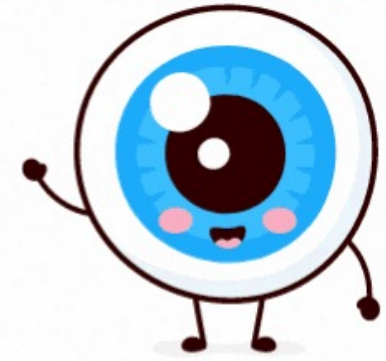
Form completed & submitted to Comms



Comms zhuzhing



Final review by YOU & City Manager



SUCCESS!!

Comms posts your content

"Big PROACTIVE Projects" on my desk...



- **Reduce Social Media Risk:** Update our internal **Social Media Policy/Terms of Use** and create an external policy that encompasses appropriate legal guidelines.
- **Content Planning Strategy:** Develop a **Editorial Calendar** to schedule and track our communications.
- **Brand Management:** Develop a cohesive **Brand Style Guide** to protect our reputation.

Documentation still behind the curve.
These are all STANDARD communications tactics!



VISION: The Future of Communications

STRATEGIC PLANNING, INNOVATION, COLLABORATION, ENGAGEMENT

VISION: Deeper Engagement

TRANSPARENCY

GOOD GOVERNANCE

Accountability

Positive Culture



VISION: How Do We Do Better?

- How do we become more strategic and less reactive?
 - How do create unified messaging?
- How do we engage audiences more deeply?
 - How do we leverage technology to bring documentation and processes up to date?



VISION: Orgazational Strategic Development



- **Strategic Planning:** Develop a **Municipal Communications Plan** for the City that aligns to our mission statement and plots a unified course forward.
- **Strategic Messaging:** Use a standardized **Communication Workflow/Project Plan** for all key initiatives.

VISION: Deeper Engagement

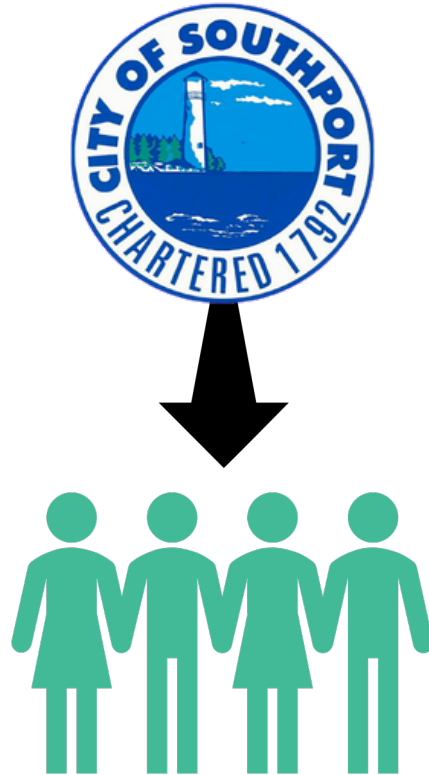
*“The two words ‘**information**’ and ‘**communication**’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is **getting through**.”*

Sydney J. Harris – Journalist



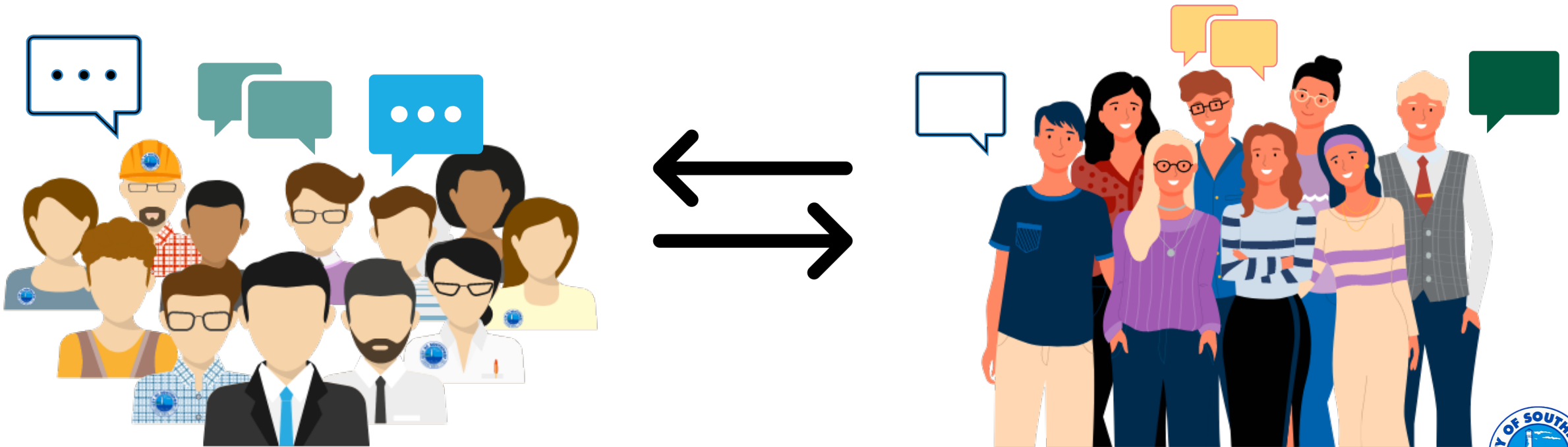
VISION: Deeper Engagement

Public Notices are ONE-WAY statements.



VISION: Deeper Engagement

Effective Communication
is a *TWO-WAY dialog*



Why Is This Important to Southport?

ENGAGEMENT

- *Builds Trust and Understanding*
- *Impacts Citizen Perception and Organizational Culture.*
- *Involves our Community*



VISION: Team Engagement

According to [Clear Company](#):

- 39% of employees within a surveyed group believe that there isn't enough collaboration between teams in their organization.
- 86% of polled executives and employees blame a lack of collaboration or bad communication for team problems and failures.
- Less than 50% of respondents thought their organizations effectively and honestly discussed issues with employees.



VISION: Team Engagement & Communication

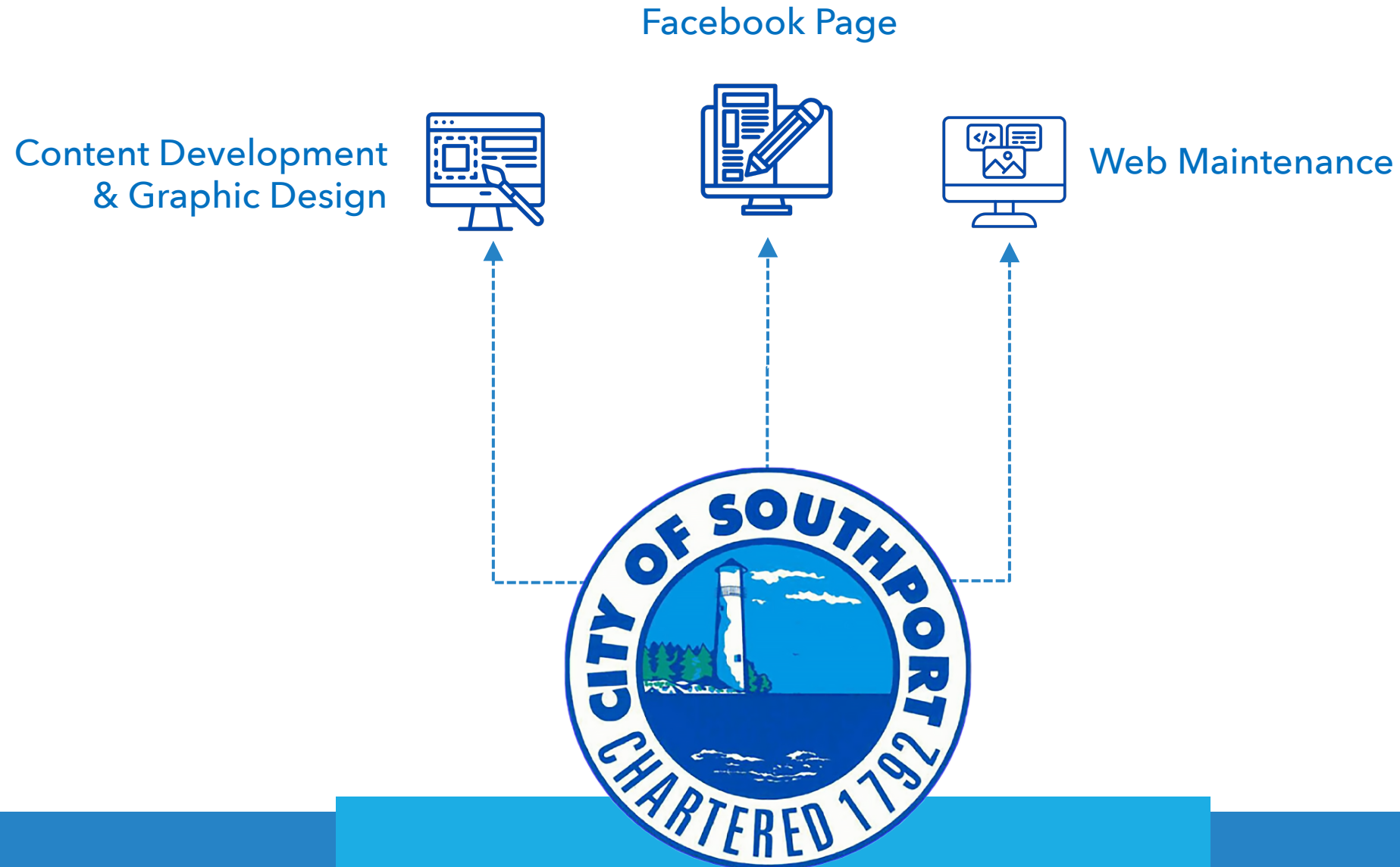




Wrapping Up: Priorities

WHAT DOES THE FUTURE OF COMMUNICATIONS IN SOUTHPORT LOOK LIKE?

THE 2019 VISION



COMMS PROGRAM TODAY

Web Design & Maintenance



Video Production & Audio Visual



Social Media Management
& Graphic Design



Southport
Newsletter



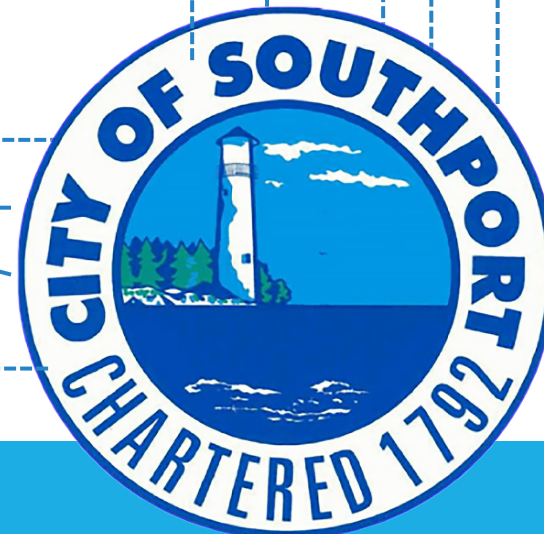
Southport
CONNECTED!



Internal
Training



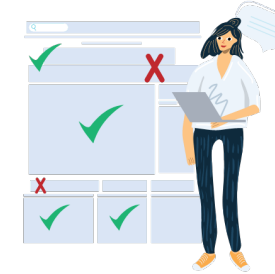
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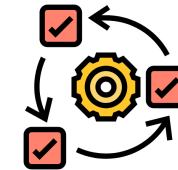
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Management



Public Education &
Combatting Misinformation



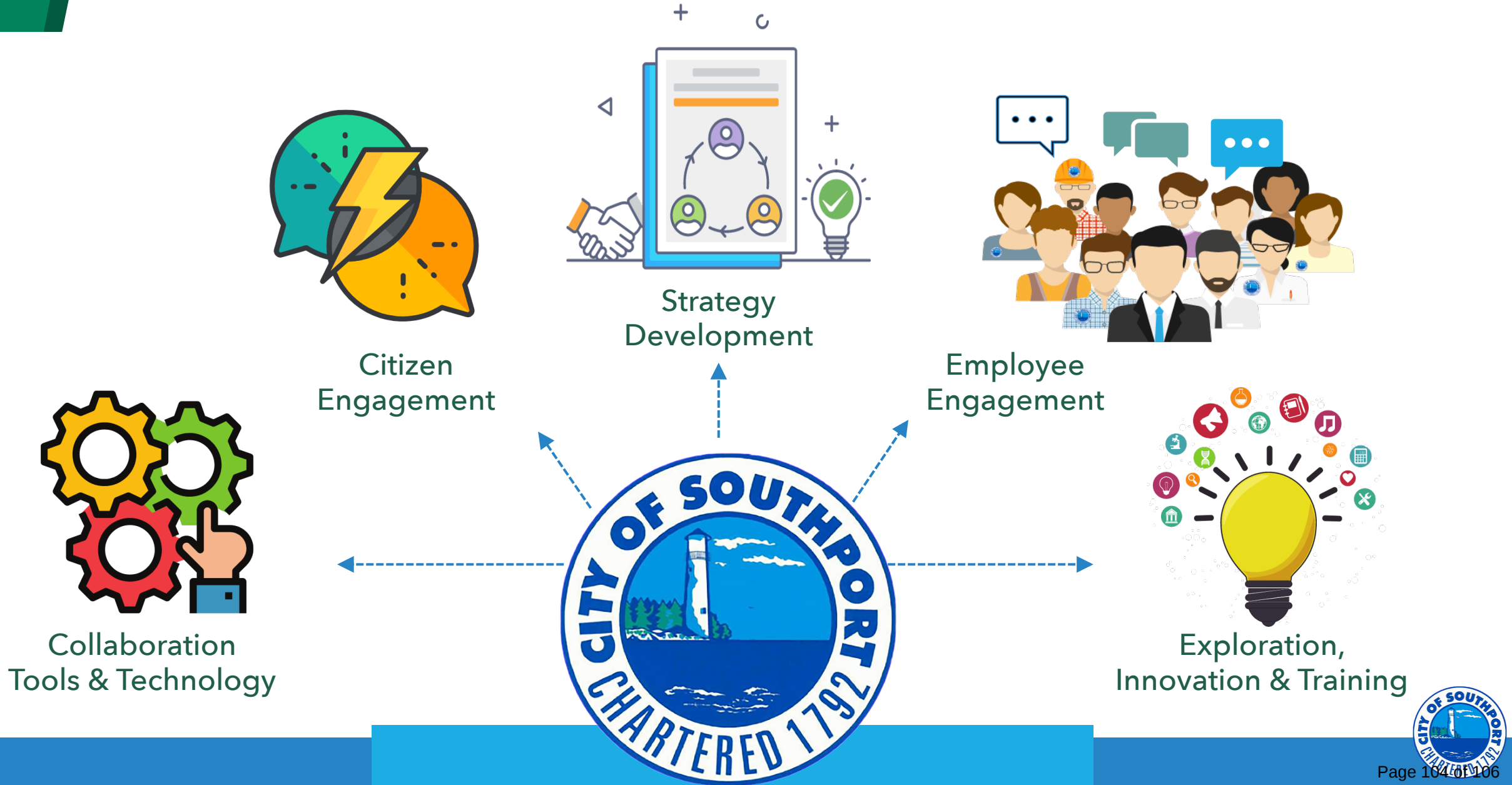
Process & Workflow
Development



Emergency
Comms



COMMS FUTURE VISION



“If communication is not your top priority, all of your other priorities are at risk.”

Bob Aronson – Communications Consultant



Thank you!

Any Questions?

