



## **Communications Year End Report**

### **2018 Year End Report**

**Prepared by: Amanda Vela, Director of Communications & Community Relations**

#### Media relations:

I regularly work with local media outlets (Times Sentinel, Current, IBJ, Zionsville Magazine, Zionsville Monthly and others) to send press releases and make sure town news was consistently covered. In total, I sent about 43 press releases, or 3.5 per month. Some of the many highlights and stories of importance include:

- The Town of Zionsville being named a Tree City USA
- Zionsville Town Council adding a smoking and tobacco ban
- The South Main Street bridge improvement project
- Funding approval for school resource officers in Zionsville and Western Boone Schools
- Grant money awarded to several local organization
- ZFD receiving the flag flown on USS America on 9/11
- The Town of Zionsville being named a Bicycle Friendly Community

#### Website:

One of the big highlights was the addition of a Zionsville tourism website, showcasing our shops and restaurants. The website also highlights the Town's major annual events. In addition to the website, I worked with a graphic design to create a printable map of Zionsville's shops and restaurants. This map is posted on both our website and the Chamber website and hard copies are available at Town Hall.

I continue to update and improve many pages and sections of the main Town of Zionsville website. One of the major updates to the Town website was adding an HOA page, which provides information targeted specifically to HOAs, and updating ZFD's CPR page to include more detailed information about CPR trainings for the public.

I posted various jobs on Town website and jobs section of the AIM website on behalf of Street & Stormwater Department, Parks & Recreation Department and Planning & Economic Development Department.

#### Community outreach and events:

An important part of my job is communicating with residents regarding questions, concerns or issues they may have. Throughout 2018, I communicated often with both MetroNet and Duke



regarding various projects and services and served as a “link” between residents and these two entities. As questions came up regarding services, many residents inquired with the Town and I, in turn, either helped answer questions or coordinated communication between the residents and these entities and/or residents and town superintendents.

This year I started an internal Town Hall Art Task Force charged with overseeing artwork in the building. The committee is made up of local artists, business owners and Zionsville residents with a specific interest in art and public art. With help from both the committee and the Arts Council of Indianapolis, I created a Town Hall Art Proposal/Call-Out to local Indiana artists for the first commission piece in Town Hall. Once all proposals were submitted (35 in total), the committee and I selected an artist, who will be designing a piece for the front lobby. I also finalized and coordinated the install of Zionsville Town Hall logo near the front lobby.

I coordinated two Mayor’s Night In events, which tend to average 30 – 60 people and coverage from local media. In hosting the twice per year events, we are able to stay proactive in engaging the community and bring Town staff directly to residents. I have received overall very positive feedback.

For the second time, I, along with Mayor Haak, coordinated and hosted “Mayor for the Day” event with a Zionsville student. This student won the Mayor for a Day silent auction prize. In hosting him at Town Hall, I coordinated his schedule so that he could shadow various Town departments, including ZPD and ZFD. This event was also shared with local media.

For the second year in a row, I worked with the Zionsville Cultural District to plan and promote the Sidewalk Poetry Contest. I coordinated with the Street & Stormwater Department for sidewalk stamping.

I regularly met with local organizations including the Zionsville Chamber, the Boone County Chamber, the Boone EDC and local merchants/businesses.

I attended and photographed several ribbon cuttings and groundbreakings organized by the Zionsville Chamber. Some examples include:

- Keller Williams
- Tom Wood Toyota
- zWorks Pine Street location
- Zionsville Eyecare and Storen Financial building groundbreaking
- GetGo
- Vintage Charm



- Eagle Automotive
- Habitat for Humanity ReStore.

#### Internal:

I work with Town Departments on a daily basis to serve as the Town of Zionsville’s “public relations agency” and as a disseminator of information for each department.

I serve on the Creekfest planning committee to help coordinate this annual event. I participate in the Benefits Committee. I also attend monthly PZAZ meetings and participate in PZAZ projects.

I coordinated the staff holiday luncheon, working with a local caterer to provide food. I worked with the Mayor on the employee awards, recognitions and prizes.

On a daily basis, I schedule meeting rooms usage. Meeting rooms are available to local non-profits or civic groups. New this year, I trained on the Brivo door unlocking system and coordinate all scheduling by public groups of our six meeting rooms.

Also on a daily basis, I process special event applications and post all events on a share Google calendar so Town staff can access the information. I processed approximately 88 special event applications and coordinate with those applicants on the logistics of their event.

#### Social media:

On a daily basis, I continue to actively post on the Town’s social media networks: Facebook, Twitter, NextDoor and Instagram. In addition, along with the Mayor, I write the content for the Town e-newsletter, sharing important monthly updates from all Town departments. The e-newsletter subscriber count has grown significantly since I took it over about two years ago.

#### January 2017 numbers:

- Twitter: 5204 followers
- Facebook Town: 5767 likes
- Facebook ZFD: 3696 likes
- Facebook ZPD: 3496 likes
- Instagram: 1480 followers
- E-newsletter: 2650 subscribers

#### December 2018 numbers:



- Twitter: 5678 followers
- Facebook Town: 6726 likes
- Facebook ZFD: 4404 likes
- Facebook ZPD: 4525 likes
- Instagram: 2107 followers
- E-newsletter: 2896 subscribers

Other highlights:

- \* Along with Mayor Haak and Wayne DeLong, attended the ACEC engineering excellence awards.
- \* Coordinated Fly Fishing Film Tour at Town Hall and attended set-up.
- \* Attended and photographed United Way 100-year celebration day at IMS with the Mayor.
- \* Designed and purchased new Town of Zionsville t-shirts and baseball tees to be sold at Town Hall and Akard True Value Hardware.
- \* Worked with Akard True Value to sell promotional items at their location.
- \* Worked with the Zionsville Chamber on the 2018 About Town Guide content and photos from Town.
- \* Attended ZPD's Citizens Academy graduation and photographed.