

**ADMINISTRATIVE SERVICES DEPARTMENT STAFF REPORT
HUMAN RESOURCES, COMMUNICATIONS, AND EVENTS
September 2019**

**HUMAN RESOURCES STAFF REPORT
DEBBIE MILLS**

Open Recruitments:

- Prothman is currently recruiting for the Information Technology Director.
- Police Records Technician – Conducted second interviews week of August 26, 2019.

Recently Hired:

- Management Analyst – Started August 26
- Parks Maintenance Worker – Starting September 9
- Lateral Police Officer - Starting September 16

Training

Attended a software demonstration for Human Resources module.

**COMMUNICATIONS STAFF REPORT
JOAN PLIEGO AND GAIL FOLKINS**

PROJECTS AND HIGHLIGHTS

- Moving forward with one-year free civic engagement platform. Will be launched in September 2019. Staff in training.
- Worked with graphic designer on Historic Snoqualmie walking tour interpretive signage for boardwalk kiosk. This signage, along with interpretive signage about Snoqualmie history, culture, and environment, is being printed in large format and will be installed inside one side of the kiosk. The other side will feature information about restaurants and shopping and will have City and community event posters.
- Continued updating website with 2020-2025 Non-Utilities Capital Improvement Plan documents.
- Sent 136 welcome kits to new Snoqualmie residents.

MEETINGS

- Met with Margaret Ullman-Hess of Savor Snoqualmie to discuss boardwalk kiosk interpretive signage, along with future companion pieces such as a walking tour map brochure.
- Met with Mel Christen of Perfect Printing to discuss a new vendor relationship for special print and mailing projects (separate from utility bill mailings).
- Joan Pliego continues attending employee safety meetings.

NEWS RELEASES

- Survey Shows Community Center Expansion Supported by 72% of Residents
- Snoqualmie Wastewater Treatment Plant Earns Performance Award
- Snoqualmie City Council Meet & Greet, Roundtable, and Meeting

- Snoqualmie Firefighters Breakfast – a 20-Year Railroad Days Tradition
- Citizens Academy: Learn How Your City Government Works
- Emergency Response Training Open to Valley Residents
- Annual Residential Recycling Event in Snoqualmie
- Mount Si High School Gets Wildcat Way Sign
- International Drug Awareness Day

CITY E-NEWS

Fives issues in August, including a Railroad Days Special Edition.

| | Industry Average | July 2019 | August 2019 |
|-------------|------------------|-----------|-------------|
| Subscribers | -- | 752 | 744 |
| Open Rate | 23.1% | 37.45% | 39.2% |
| Click Rate | 3.4% | 6.6% | 5.52% |

SOCIAL MEDIA

Instagram

| | July 2019 | August 2019 |
|----------------|-----------|-------------|
| Page Followers | 1,297 | 1,350 |

Facebook

| | July 2019 | August 2019 |
|--|-----------|-------------|
| Page Followers | 4,206 | 4,037 |
| Post Engagement <i>Number of post clicks, likes, shares, and comments</i> | 8,365 | 3,069* |
| Total Reach (Organic, not paid) <i>Number of people who had any content from the page or about the page appear on their screen.</i> | 22,021 | 8,669* |

Further Reach: (1) Jet Flyover (2) Recycle Event (3) Music at Sandy Cove Park

Highest Engagement: (1) Recycle Event (2) Jet Flyover (3) Music at Sandy Cove Park

** Decrease in activity was due to high reach and engagement in July about the I-90 Ramp Project.*

Twitter

| | July 2019 | August 2019 |
|---|-----------|-------------|
| Followers | 2,489 | 2,520 |
| Profile Visits <i>Clicks on @snoqualmiegov</i> | 792 | 227* |
| Impressions <i>Appearances in users' Twitter feeds (City tweets, retweets, and tweets that mention us the City).</i> | 10.7K | 6,039* |

Top Tweet: Wastewater Award

Top Media Tweet: Music at Sandy Cover Park

** Decreased activity was due to July tweet about the I-90 Ramp Project.*

UTILITY BILL INSERT

September – Recycling Event

EVENTS AND OUTREACH
NICOLE WIEBE

Movies and Music in the Park

August 1: How to Train Your Dragon: The Hidden World

Snoqualmie Community Park

- Beautiful summer evening
- 400+ attendance
- The City of Snoqualmie received a \$3,000 grant from King County for the Movies in the Park. King County Councilmember Kathy Lambert stopped by the movie
- King County Parks tabled at the event
- Concessions: Snoqualmie Boy Scout Troop 115, Café Minee, and Issaquah Ice Cream Trike

August 15: Aquaman

Snoqualmie Community Park

- Nice evening weather
- 400+ attendance
- Concessions: Boy Scouts Troop 115, Café Minee, Shave Snow Ice, and Issaquah Ice Cream Trike

August 8: Long Live Rock: Anthem

NEW location at Sandy Cove Park

Sandy Cove Park is a lovely setting for a concert with the river as a backdrop.

- The weather was gray and damp, but the band and the crowd didn't let that dampen the evening.
- The concert attracted locals and out-of-towners from North Bend, Fall City, Redmond, Issaquah, Seattle, Gig Harbor, and Tacoma.
- Most of the crowd ate and drank locally (Snoqualmie Brewery, Sigillo Cellars, and The Bindlestick, among others) or from the two food trucks booked by the Snoqualmie Falls Brewery and The Bindlestick (parked on Falls Ave SE).
- The face painter had a steady line all evening.

August 22, Sweet Little Lies

NEW location at Sandy Cove Park

- City Park staff added café lighting on the stage.
- The Snoqualmie Falls Brewery and The Bindlestick both reported happy customers and busier than normal nights.
- The face painter had a steady line. Issaquah Ice Cream Trike was popular with the crowd.

(Continued on next page.)



August 6: Ginormous Game Night Snoqualmie Library Plaza

In collaboration with the Snoqualmie Library, a Ginormous Game Night (outdoor chess, Connect 4, and Jenga) was held in the library plaza. There were several families in attendance.

Marketing

Ongoing marketing and social media promotion of community events

Community Outreach

- Attended Snoqualmie Parks & Events Committee meetings
- Attended Railroad Days meeting as City liaison
- Attended Chamber of Commerce Networking Luncheon

Training

Social Media Webinar “Choosing Your Channel: Social media channels in government”

Special Event Permits

- Five (5) Special Event Permits processed in August 2019