

ADMINISTRATIVE SERVICES

STAFF REPORT

FEBRUARY 2020

HUMAN RESOURCES

New Employees

- Mayor Larson recommended the appointment of Rick Rudometkin as Interim City Administrator at the City Council meeting on Monday, January 27, 2020. Council approved the appointment for Interim City Administrator.
- Mayor Larson recommended the appointment of Brian Krause as Parks and Public Works Director at the City Council meeting on Monday, January 27, 2020. Council approved the appointment for the Parks and Public Works Director.

Recruiting

- No open recruitments

Civil Service

- Police eligibility list approved by the Civil Service Commission on January 8th

COMMUNICATIONS

News

Includes news releases to local/regional media, Facebook, Twitter, week e-news, posts on HOA newsletters, home page and spotlight postings, and flyers as needed.

- January 3 – Call to Artists – Display Your Artwork at City Hall this Year
- January 10 – Rudometkin Appointed Snoqualmie’s Interim City Administrator
- January 13-15 – Weather Impact Updates
- January 30 – City Council Annual Retreat to Focus on Finance and Goals

Media

- Worked with *Snoqualmie Valley Record* on Interim City Administrator article
- Provided *Snoqualmie Valley Record* with photos from the January 27, 2020 Council Meeting: Interim City Administrator, Parks & Public Works Director Krause, and CMs Sundwall and Ross Oath of Office
- Responded to regional media inquiries regarding snowstorms and flood events

Emergency Response

Communicated snowstorm and flood updates via multiple channels including social media, email subscription lists, citizen alerts, webpages, and the King County Emergency Coordination Center as needed.

City E-News

Four issues in January.

	Industry Average	December 2019	January 2020
Subscribers	--	742	740
Open Rate	23.1%	39.38%	38.3%
Click Rate	3.4%	3.8%	4.9%

Social Media

Facebook

	December 2019	January 2020
Page Followers	4,373	4,425
Post Engagement <i>Number of post clicks, likes, shares, and comments</i>	3,269	6,967
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>	15,184	13,189

*Furthest Reach: (1) Multiple storm Updates (2) Historic Snoqualmie Kiosk Interpretive Signage
Highest Engagement: (1) Multiple Storm Updates (2) Historic Snoqualmie Kiosk Interpretive Signage*

Instagram

	December 2019	January 2020
Page Followers	1,493	1,537

Twitter

	December 2019	January 2020
Followers	2,645	2,726
Profile Visits <i>Clicks on @snoqualmiegov</i>	414	1,049
Impressions <i>Appearances in users' Twitter feeds (City tweets, retweets, and tweets that mention us the City).</i>	22,400	27,900

Top Tweets: January Twitter engagement was dominated by weather and traffic updates related to snow, flooding, and road closures.

Special Projects

- Assisted Community Development Department with communications and community outreach plan for Census 2020. Met with Mayor Larson, Mark Hofman, and Gwyn Berry to discuss the marketing plan.
- Met with Mark Hofman and Panorama Apartment representatives to discuss response to over 150 rental inquiries received by the City of Snoqualmie. We have been assured by Panorama that these individuals will be contacted prior to other leasing inquiries. Going forward, inquiries will be directed to Panorama as they move into the leasing phase this spring.

- Continued communications assessment with Tripepi Smith consultants
- Coordinated pole banner rotation for downtown and Center Blvd. Tasks include managing graphic design, printing, installation, and inventory. The ongoing project is being transitioned from the Communications Program to the Community Development Department.
- Managed Lodging Tax mid-year applications. Tasks include receiving and reviewing applications; scheduling meetings; developing agendas, minutes, recommendations, and agenda bills.; and interaction with applicants. Staff support for the Lodging Tax Advisory Committee (LTAC) and associated tasks is being transitioned from the Communications Program to the Community Development Department.

Welcome Kits

- Compiled and mailed 100 residential Welcome Kits

EVENTS

Event Planning and Coordination

- Coordinating and planning for upcoming 2020 events, meeting with partners, updating sponsorship plan, creating marketing plans and schedules, and working with designer to create event marketing collateral

Community Outreach

- Working with Downtown Merchants, Arts Commission and Chamber of Commerce on upcoming, Downtown Winter Wine Walk event

Special Event Permit Process

- Processed/approved two permits