COMMUNICATIONS DEPARTMENT

February 2024 Monthly Report

Executive Summary

Council goals for 2024

1. Assist Council and city departments with communicating different initiatives and programs to the community.
2. Maintain frequent interaction with senior leadership.
3. Continue outreach programs.
4. Position city public information as a trusted resource and community asset with predictable and expedient communications.

Ongoing projects

1. Plan, promote and host inaugural State of the City event.
2. Continue 2024 website redesign project.
   a. Approve wireframe
   b. Provide feedback on first design iteration
   c. Complete website navigation and sitemap
   d. Establish e-communication sign-up fields and lists
3. Develop quarterly newsletter template and first issue content.
4. Finalize digital events guide, in partnership with 614 Media.
5. Compile content for 2023 annual report.

Department updates

- We have completed the discovery phase of the website redesign. The wireframe was approved, and we are now in the design and development phase and evaluating our first design iteration.
- We have distributed the first round of invitations to Powell's first State of the City event. We hope you will join us Wed., April 3 at the Columbus Zoo and Aquarium's Africa Event Center. Staff continues to plan an interesting and robust event program.
- A 2024 digital events guide will be available in March to promote City of Powell events from April - December.
- We are evaluating new seasonal street banner options for springtime and Powell Festival.