

CITY COUNCIL WORK SESSION MINUTES

**January 5, 2026 – 4:30 p.m.
4th Floor Conference Room – City Hall**

A City Council work session was held to discuss the Survey Guided Action Plan Progress Report from the City Manager – Communications Division.

Attending: Mayor John Josendale and Councilmembers Madison Davis, Jason Eslinger, Mike Grimm, Marty Novak, Kenton Randolph, Jeff Schomburg, Randy Schultz and Andy Trout.

Mike Schumacher, City Manager; Josh Emberton, City Attorney; Abe Forney, Public Works & Transportation Director; Debra Bradley, Health Director; Nikki Poirier, Finance Director; Nate Pare, Planning & Community Development Director; Josh Royle, Technology Director; Ivan Klippenstein, Fire Chief; Jende Smith, Deputy Director of Recreation; Jeff Atkins, Parks & Recreation Director; Mark Petitt, Asst. Parks & Recreation Director; Jessica Kozol, Communication & Community Engagement Manager; Heidi Eggers, Business Liaison; Paula Heyde, City Clerk; Ed Schilling, Multimedia Planner; Emily Wearing, Communications Specialist; Kaycee Garton, Deputy City Clerk; and Jacy Brooks, Executive Admin. Asst.

Mayor John Josendale called the meeting to order.

Jessica Kozol, Communication & Community Engagement Manager, went through a power point presentation on the Survey Guided Action Plan Progress Report for the City Manager – Communications Division (copy attached).

City Manager updates: Mike Schumacher, City Manager, said the QR codes are being used and the feedback is overwhelmingly positive. The YMCA pool project is still on schedule for groundbreaking in March. The World Cup teams were announced. The public safety team has been meeting on this for some time. There will be an ordinance coming to the City Council regarding the sell of alcohol for 23 hours per day for a temporary period, most likely 30 days.

Following comments and questions from the City Council, the meeting was adjourned.

The meeting adjourned at 5:18 p.m.



Minutes transcribed by Paula Heyde, CMC, City Clerk.



Communications Division

Communications objectives

- Be the source of news about the city for the community
- Proactive
- Transparent
- Share accurate and complete information
- Foster trust



Getting the message out

City social media channels:

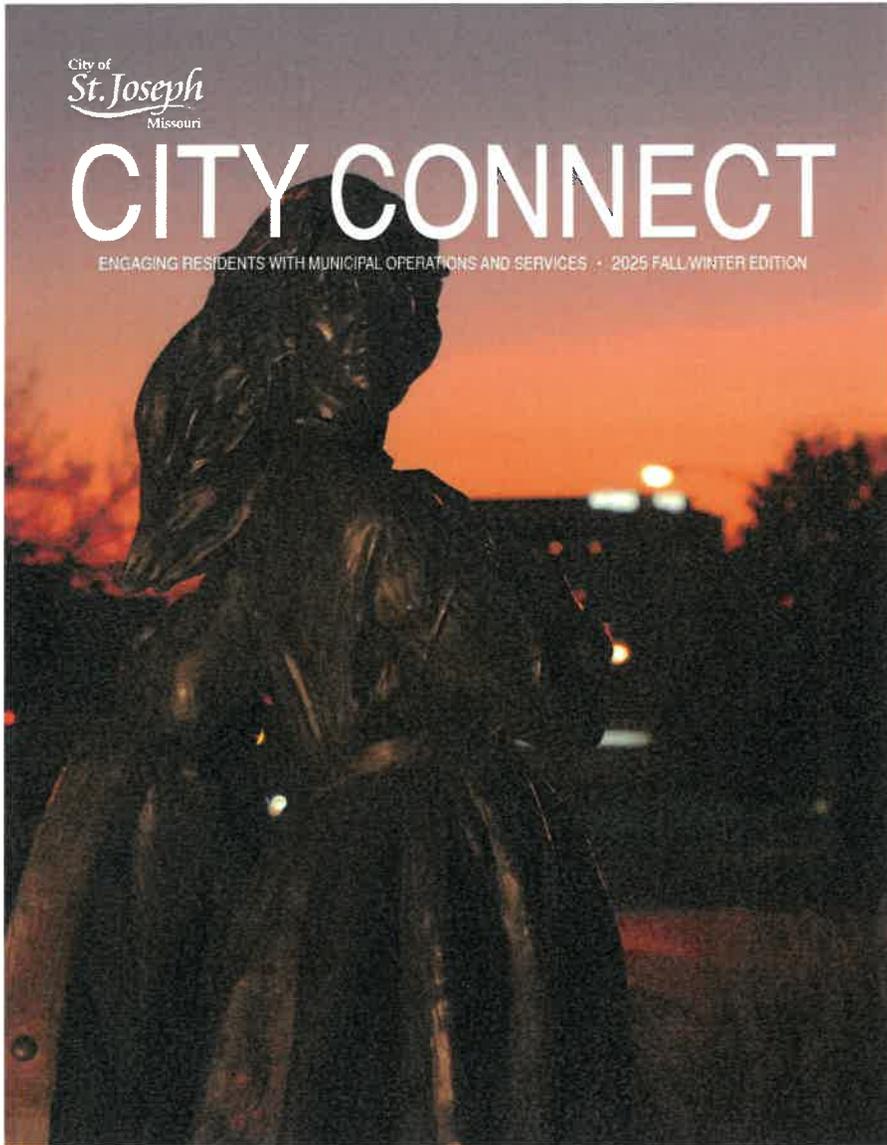
- Facebook – 15,994 followers (up 10% in 2025)
- X – 3,585 followers
- Instagram – 1,255 followers
- LinkedIn – 1,000 followers
- YouTube – Currently used primarily for longer-form videos like State of the City addresses
- Exploring new platform expansion for 2026



Getting the message out

- News releases – 60 releases since April 22
- Facebook posts– 755
- 7.082 million views – 70% from non-followers
- 77,324 Facebook interactions, including 56,680 reactions, 11,605 comments and 9,039 shares (up 374% in 2025) – 51% of interactions from non-followers
- Interdepartmental social media team, sharing best practices





City Connect newsletter

Published twice annually, mailed to every address in the city

- Spring/Summer (mid-April)
- Fall/Winter (mid-October)

stjosephmo.gov

**Let's
Chat**

City website redesign

- First redesign of the website since 2018
- Interdepartmental team meetings fall 2025
- CivicPlus project/art team currently working on a fresh design – initial proposal review late January

New additions:

- AudioEye ADA compliance software, added late summer 2025
- More homepage quick links, going from 5 to 26
- Fixed navigation header
- Chatbot feature coming with relaunch in spring 2026



School outreach efforts

- Student in Government Day
- Speaker bureau partnership with United Way
- High school student internships/job shadowing – pilot program in communications division
- Friendly Face Fridays at Coleman Elementary





Thank you
