

Administration/Communications Report August 2016

- Sent press releases for: LARE Grant, Creekfest event, Google Trekker, INDOT Community Crossings Grant and Town Hall Groundbreaking. Media hits include: Current in Zionsville, Lebanon Reporter, WRTV6, Zionsville Times Sentinel. Many were front page news: INDOT Grant, Google Trekker and LARE Grant.
- All social media accounts have been transitioned over from Joe (Facebook, Twitter, Instagram).
- Had initial meetings with all Town departments.
- Met with plus key media and organizations: Current in Zionsville, Zionsville Times Sentinel, IBJ, Boone REMC and Zionsville Chamber of Commerce.
- Sent Town Hall Groundbreaking save the date, press release and organized the event in collaboration with Jaime.
- Attended Town Hall Groundbreaking Ceremony.
- Updated calendar section of website.
- Updated Town News section of website.
- Created Google Analytics account and synced with our website in order to view website insights and statistics.
- Ordered retractable banners for groundbreakings and events (tent and tablecloth to come).
- Met with Steve Russo for e-newsletter overview.
- Met with Mindy Murdock to discuss PR and marketing efforts for new Tails on the Trails series.
- Met with Amy Lacy and Sue Jones to begin planning and buying party accessories for Kenny's retirement celebration.
- Sent save the date to Town employees for the Kenny's retirement celebration and created an invite to be sent out early September.
- Attended Community Foundation of Boone County Impact Breakfast with the Mayor.
- Attended DK Pierce Groundbreaking Ceremony and photographed (and made a video) for social media.
- Attended Creekfest committee meeting.
- Attended weekly staff meetings.
- Social media updates:
 - Twitter: 4120 followers
 - Facebook Town: 4183 likes
 - Facebook ZFD: 2554 likes
 - Facebook ZPD: 1912 likes
 - Instagram: 909 followers