



Board of Commissioners

Tim Barnes
Blake Mulder
Terrance Augustine
Brandon Haskell
Jeanne Pearl-Wright

Trevor "TJ" Youngquist
Mark Mudry
Joseph C. Brehler
Brian Droscha
Jacob Toomey

Scott Hansen
Brian Lautzenheiser
Jim Mott – Chair
Frank Holmes
Barbara A. Rogers – Vice Chair

EATON COUNTY BOARD OF COMMISSIONERS/INFORMATION TECHNOLOGY & COMMUNICATION COMMITTEE

WEDNESDAY, MARCH 6, 2024, 4:00 P.M.

BOARD OF COMMISSIONERS' ROOM, COUNTY COURTHOUSE, CHARLOTTE

AGENDA

1. Call to Order.
2. Pledge of Allegiance.
3. Agenda Additions and Changes.
4. Approval of the February 7, 2024 Meeting Minutes.
5. Limited Public Comment.
6. Communications Director Update.
7. Technology Services Director Update.
8. Miscellaneous.
9. Limited Public Comment.
10. Adjournment.

A quorum of the Board of Commissioners may be present at this meeting.

**INFORMATION TECHNOLOGY AND COMMUNICATION
COMMITTEE MEETING**

WEDNESDAY, FEBRUARY 7, 2024

4:00 P.M.

MINUTES

MEMBERS PRESENT: Commissioners Brian Droscha, Barbara Rogers, Frank Holmes, Brandon Haskell, Mark Mudry, Jacob Toomey, and Scott Hansen

ALSO PRESENT: Commissioners Jim Mott and Joe Brehler, Connie Sobie, Logan Bailey, Nathan Nighbert, and Dan Manning.

The February 7, 2024 regular meeting of the Information Technology and Communication Committee was called to order at 4:00 p.m. by Chairperson Droscha.

The Pledge of Allegiance was given by all.

Commissioner Holmes moved the approval of the agenda. Commissioner Toomey seconded. Motion carried unanimously.

Commissioner Rogers moved the approval of the December 6, 2023 meeting minutes. Commissioner Mudry seconded. Motion carried unanimously.

Limited Public Comment. None.

Communications Director, Logan Bailey, presented the department's monthly report. Updates on promoting open positions on social media and advertising were provided. A kick off meeting regarding the redesign of the website was held February 6. Director Bailey presented his recommendation for a new county logo. Commissioner Haskell moved to recommend approval to the Board of Commissioners. Commissioner Rogers seconded. Motion carried unanimously.

Technology Services Deputy Director, Nathan Nighbert presented the department's monthly report. Discussion was held in reference to Broadband. Dan Manning from Connected Nation spoke in reference to government funding for new infrastructure for internet service. Deputy Director Nighbert also gave an update on ongoing projects.

Limited Public Comment. None.

Chairperson Droscha adjourned the meeting at 4:38 p.m.

The next regularly scheduled meeting of the Information Technology and Communication Committee will be held March 6, 2024, at 4:00 p.m. in the Board of Commissioners' Room in the Eaton County Courthouse located at 1045 Independence Blvd, Charlotte MI 48813.

Brian Droscha, Chairperson



Connie L. Sobie
Controller/Administrator

Ben Dawson
Deputy Administrator/
Human Resources Director

Claudine Williams
Director of Intergovernmental
Affairs and Development

Melissa L. Ballard, CGFM
Finance Director

Logan Bailey
Communications Director

DATE: March 6, 2024
TO: Information Technology and Communications Committee
FROM: Communications Director
SUBJECT: March 2024 Communications Report

DEPARTMENT COMMUNICATIONS

I have worked with several Departments on press opportunities, as well as communication design conformity. Currently, active advertising on social media to promote the Prosecutor's Office position openings is running; you may see that in your feeds organically if you are on Facebook or Instagram. These advertisements are mixed media and pull individuals in major urban areas near law schools, as well as Eaton County residents, to NeoGov job openings for the Prosecutor's Office. I worked with Deputy Administrator Dawson and Chief Assistant Prosecutor Anderson to refine the open positions posting to make it easier for individuals to apply or at least express interest in one of the many openings.

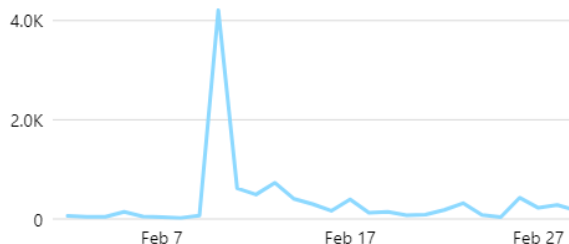
WEB ANALYTICS

Social media has remained steady over these many months, with moderate fluctuation in reach per post, which can be expected. This newfound attention we are receiving on social media platforms will continue to fluctuate but should remain at a steady increase in average reach. In the last 28 days we saw 37 new followers.

Reach

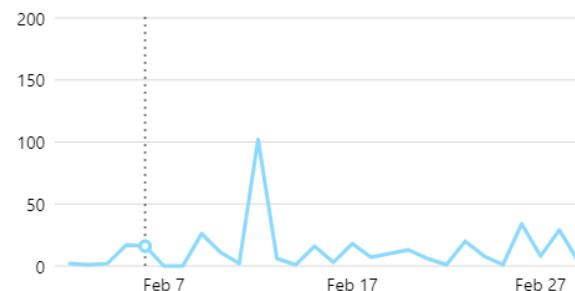
Facebook reach ⓘ

6,777 ↑ 4.9%



Instagram reach ⓘ

156 ↑ 6.1%



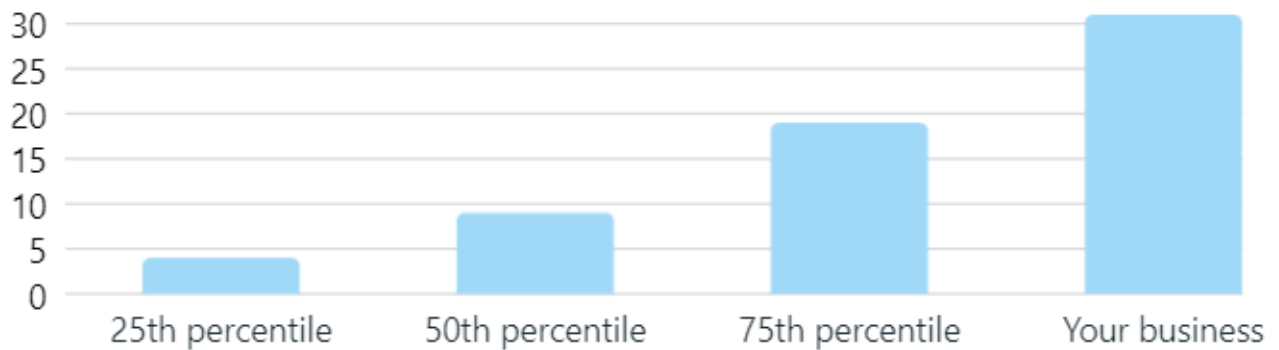
Though we see an increase this last month, the average has dipped in post-reach, with a spike in early February from a general hiring post. However, the increase started a low point from a lower interaction rate in January. It is my goal to see further growth each month in perpetuity, which will be helped along by the limited advertising we are doing for open positions.

Published content ⓘ

31

Higher than others

How often your business published versus others in this category



Facebook followers ⓘ

2.5K

Similar to others

Typically: 1.6K

Follows ⓘ

37

Higher than others

Typically: 15

Content interactions ⓘ

134

Similar to others

Typically: 215

Benchmarking shows us performing slightly better than similar municipalities. I set up a comparison to other county pages, cities, and other well-performing profiles in government. We still have a lot of work to do on maintaining high content interactions consistently but I am happy at the growth we have been able to sustain.

My goal is to continue to benchmark a select few profiles and utilize interactions to gain more engaged followers. So far, the varied content approach has continued to show growth, albeit it has slowed down significantly.



517-543-2122
517-543-3331 (Fax)



1045 Independence Blvd.
Charlotte, MI 48813

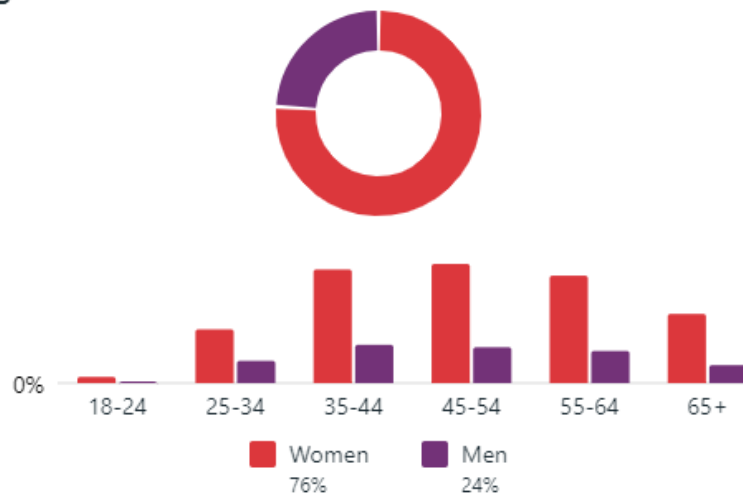


eatoncounty.org

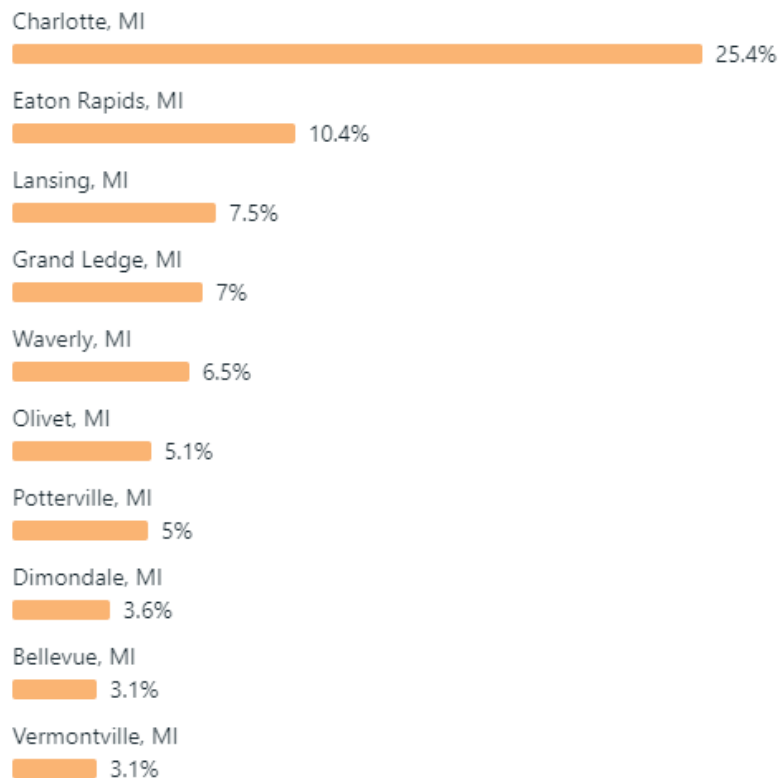
Facebook followers ⓘ

2,457

Age & gender ⓘ



Top cities



MEDIA

In the past month, the County worked to promote the EATRAN Connector Service, Master Plan Update, Trial Courts Amnesty Program, Trial Courts Judicial Outreach Event, FEMA Disaster Recovery Center, Presidential Disaster Declaration and subsequent updates, and the move to online permitting in the Department of Construction Codes & Planning and Zoning through targeted press releases and statements.

Upcoming media pushouts include the budget process, Financial Stability Work Group town halls, hiring struggles, and potentially a Youth Facility update. If any Commissioner has an idea or wants something specific showcased, please contact me directly, and we will discuss scheduling it.

I am working on developing a plan for media training for any elected official, and potentially staff member, who is interested or sees themselves likely to find themselves being interviewed or pressed on anything by the media. I have worked with several commissioners on this process and may lean into them to help train others.

BRANDING

Our new logo is live, as you may have seen across social media, in emails, and on the website. A shout out to Liz in Technology Services as usual, for her help with the website updating as we work through this process.

Due to the nature of the new image rollout of the new website, the rebranding process is structured and slow. As you see in your packet, a drafted brand guidelines document will roll out at the end of this week. Currently, the struggle is bringing offices and departments into conformity, as well as understanding the nuances of which offices should be conforming. I've met with several Department heads to discuss rollout and needs, as well as finding preferred vendors for ordering (merchandise, business cards, etc.).

Merch pricing, specifically flags, will be presented in the next week.





Brand Guidelines

Updated 03.2024

FULL LOGO



LOGO USAGE

Here are acceptable ways the logo is applied. Full PNG, EPS, JPEG, and PDF versions of the logo are located in the H Drive. Please note there are designated files with specific sizing available.

Please reach out to the Communications Director via email at lbailey@eatoncounty.org with any questions regarding the type(s) of logo file useages.

PRIMARY



SINGLE COLOR



BLACK AND WHITE



LOGO USAGE

Here are unacceptable ways the logo is applied.

If utilizing the logo in proprietary designs, make sure to follow all parameters and avoid alterations to the design, regardless of design or document type.

AVOID USING
OFF BRAND COLORS



AVOID STRETCHING
AND/OR SKEWING



AVOID BUSY
BACKGROUNDS



SPACING

Use adequate spacing to maintain a proper aesthetic.



BRAND COLOR

Colors are based off a primary palette with accents for highlights.



01.
Navy Blue

CMYK 94 / 86 / 47 / 60

RGB 18 / 26 / 54

HEX #1C363D



02.
Red Orange

CMYK 18 / 89 / 100 / 8

RGB 191 / 61 / 10

HEX #BF3D0A



03.
Green

CMYK 66 / 27 / 80 / 9

RGB 97 / 140 / 87

HEX #618C57



04.
Yellow

CMYK 4 / 24 / 79 / 0

RGB 245 / 194 / 82

HEX #F5C252



05.
Light Blue

CMYK 49 / 24 / 22 / 0

RGB 136 / 168 / 183

HEX #88A8B7



06.
Brown

CMYK 30 / 74 / 82 / 23

RGB 149 / 78 / 54

HEX #954E36

TYPOGRAPHY

An open-source, transitional serif typeface influenced by typefaces from the mid to late eighteenth century. It makes an excellent font for titles and headlines.

It also looks beautiful in italic.

An open-source sans-serif typeface, Montserrat combines a geometric appearance with modern proportions, inspired by mid-century architectural lettering from New York City. Unlike other sans-serif typefaces which might feel German or Swiss, Montserrat feels very American. Available in several weights—thin, extra light, light, regular, medium, **bold**, **extra bold** and **black**.

Playfair Display

AaBbCcDdEeFfGgHhIiJj KkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#%&*()

*AaBbCcDdEeFfGgHhIiJj KkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#%&*()*

Montserrat

AaBbCcDdEeFfGgHhIiJj KkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#%&*()

AaBbCcDdEeFfGgHhIiJj KkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#%&*()

BUSINESS CARD

Büş eşş-ç ı eşğ ü eş-ê-
 x ê-ıH-D xê-êê ç ı ü ı ı
 ê-C ı ı ü ç ş-D êê ü ı
 ı eşê ê-ıxê ı ş ş-ı y ı ý-ı
 üêş şı

EMAIL SIGNATURE

Email signature design should be uniform across all administrative departments. There are exceptions, please reach out to the Communications Director if you have any questions.

Calibri (Body) is the primary font. The Text and Logo image is available in H Drive. However, the simplest way to implement the signature type is to copy it from another staff member in Outlook that is already conforming, paste it, and update it with your information.

