

MONTHLY REPORT

PIO, COMMUNICATIONS AND MARKETING, SPECIAL EVENTS

AUGUST 2022

- New City flag design contest voting site created, and campaign deployed. (September 14 is deadline to vote.)
- Social media content curation, design, deployment, moderation.
- Communications supervision for other departments.
- National Preparedness Month of September campaign tools created, and social media calendar. Proposed proclamation. Updated information on CAPCOGS's website. Attended the Regional Incident Command Communications Line meeting.
- Applied for Lago Vista logo trademark with State of Texas.
- Elections – created voter guide for General Election and Special Elections
- Voter registration and information campaign launched and will continue through September.
- Budget season – public involvement campaign deployed and new website pages created for easy info access
- Supervised script, graphics, and video production of Special Election regarding CapMetro.
- Worked with journalist as LVPD PIO regarding story/investigation.
- Reworked website structure, created new pages and links for budget/elections
- Created website “friendly” links capability for ease in promoting sections of website
- Calendar management – Website, Facebook
- Graphic design, photo editing, logo design work – flyers, voter guide, video, digital
- September 2022 newsletter
- Working with CapMetro Government Affairs to gather total ridership data for several years for all services in Lago Vista: Pickup Service, MetroAccess, Route 214, festival shuttles.
- Photo and script for International Festivals and Events Volunteer of the Year Award video to be shown at the September 21, 2022, award luncheon for David Williams in McAllen, TX.
- Sponsorship acquisition prep for Lago Fest 2023.
- Website RFP deployment, Q&A webinar, addendum posting, fielding requests.
- Submitted proposal for International Festivals and Events 2022 Volunteer of the Year Award for David Williams / Lago Fest. The proposal was voted on by the 16-member Board of Directors from major events such as Pasadena Tournament of Roses and the Indy 500 Festival. The Board voted unanimously to award David Williams as the 2022 IFEA Volunteer of the Year.
- IFEA: www.ifea.com
- IFEA Volunteer of the Year Award:
www.ifea.com/p/industryawards/volunteeroftheyearaward/volunteeroftheyearthisyear

APPENDIX A: SOCIAL MEDIA

