

Communications

Website

- Added newsletter subscription button to the homepage
- Created a separate page for everything COVID-19 related
- Created a banner at the top of homepage that directs to COVID page
- Updated facilities page ... deleted duplicates and added photos
- Working on separate page for litter campaign
- Working on going through entire site to determine what needs to be updated

Newsletter

- Have a template created for the newsletter
 - Message from the Mayor
 - Public Safety
 - Parks & Rec
 - Pascagoula projects (road work, construction projects, etc.)
 - Progression (number of new builds & new business licenses from previous month)
 - Code enforcement
 - New business spotlight
 - City employee spotlight
 - State of schools
 - State of healthcare
 - Upcoming events
- Compiling email list
- Start with a monthly newsletter ... we can produce it more frequently down the road

City Council Streaming

- Have come to an agreement with WGUD ... they will stream on digital platforms and on one of their channels

Marketing

- Promoting Pascagoula committee
 - Partnering with Chevron to produce video content highlighting Pascagoula
- Social media
- Commercial spots on WGUD (this comes as part of council streaming package)