



COUNCIL MONTHLY REPORT

DEPARTMENT: ADMINISTRATION

MONTH: December 2016

PLANNING/DEVELOPMENT ACTIVITY

PLANNING AND ZONING

During the month of December the Planning and Zoning Commission met once.

AGENDA DATE	NUMBER OF AGENDA ITEMS
December 20, 2016	5

APPLICATIONS AND NOTICES

During the month of December three applications pertaining to property development were filed with the City.

APPLICATION TYPE	NUMBER OF APPLICATIONS
ALCOHOL PERMIT	
SPECIAL USE PERMIT	
REZONING	
VARIANCE	1
OTHER*	2

*Other applications submitted to the City include a minor plat and a Special Use Permit extension.

Notice for Public Hearings

NOTICE TYPE	NUMBER OF NOTICES
PUBLISHED (NEWSPAPER)	1
PROPERTY (ONSITE)	
MAILED (AREA NOTIFICATION)	

Development Inquiries and Miscellaneous Reviews

TYPE OF INQUIRY	NUMBER OF INQUIRIES/REVIEW
DEVELOPMENT/ZONING	7
PROPERTY/DOCUMENT REVIEW	2
PLAN REVIEW	6
DOCUMENT RECORDING	1

SOCIAL MEDIA/COMMUNICATIONS

FACEBOOK

Followers (Fans): 733

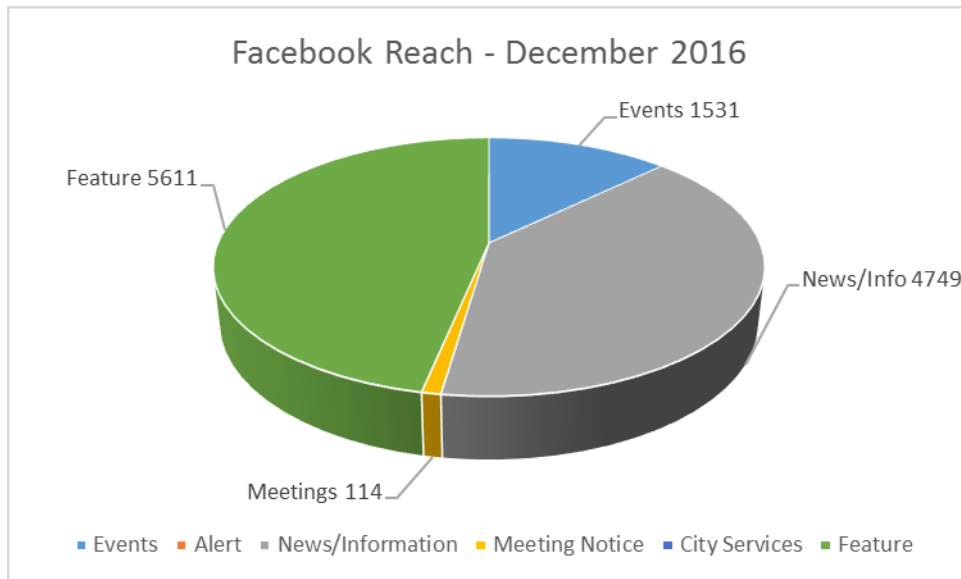
The City's Facebook page is a "fan page" which has followers instead of friends. The platform has more social tone and is not dominated by hard news. Activity for the month of December is shown in the table below:

Date	Type of Post	Post Details	Posted By
12/2/2016	Feature	Amazing Lash ribbon cutting	Admin
12/2/2016	Feature	Christ Community School students visit PD	Admin
12/7/2016	Event	Luminary sandbagging	Admin
12/8/2016	News/Info	SPD school bus escort	Admin
12/10/2016	Meeting Notice	Council Meeting	Admin
12/13/2016	News/Info	SPD increased patrols during holidays	Admin
12/13/2016	Event	Luminary supplies available	Admin
12/15/2016	Event	Luminaries - volunteer for entrances	Admin
12/15/2016	Feature	Dunlap receives lieutenant badge	Admin
12/19/2016	News/Info	City hall closed for Christmas	Admin
12/20/2016	News/Info	Election filing period	Admin
12/20/2016	News/Info	SPD - avoid packages left at door	Admin
12/21/2016	News/Info	SPD - avoid leaving valuables in car	Admin
12/27/2016	News/Info	City hall closed for New Year's day	Admin
12/28/2016	Feature	Christmas Decoration winners	Admin
12/28/2016	News/Info	Christmas tree recycling	Admin
12/29/2016	News/Info	Township road closures	Admin
12/29/2016	Event	Polar Plunge	Admin

Highlight:

On December 15, a feature post announcing Troye Dunlap receiving the Lieutenant badge had a reach of 4,496, with 358 reactions (likes, etc.), 7 shares, 425 post clicks, and 79 comments (congratulations, etc.), making it the most active post for the entire month. Second to that were posts from the Police Department (average reach 1,194) about school bus escort and increased neighborhood patrols. In summary, the City's Facebook users respond the most to feature posts that focus on human interests, especially involving the police department. Safety alerts are the second highest area of interest and response.

The graph that follows illustrates Facebook reach across the different categories of posts in December. Media, such as images and links increase reach and engagement and are used as often as possible.



TWITTER

Followers: 1021

Following: 191

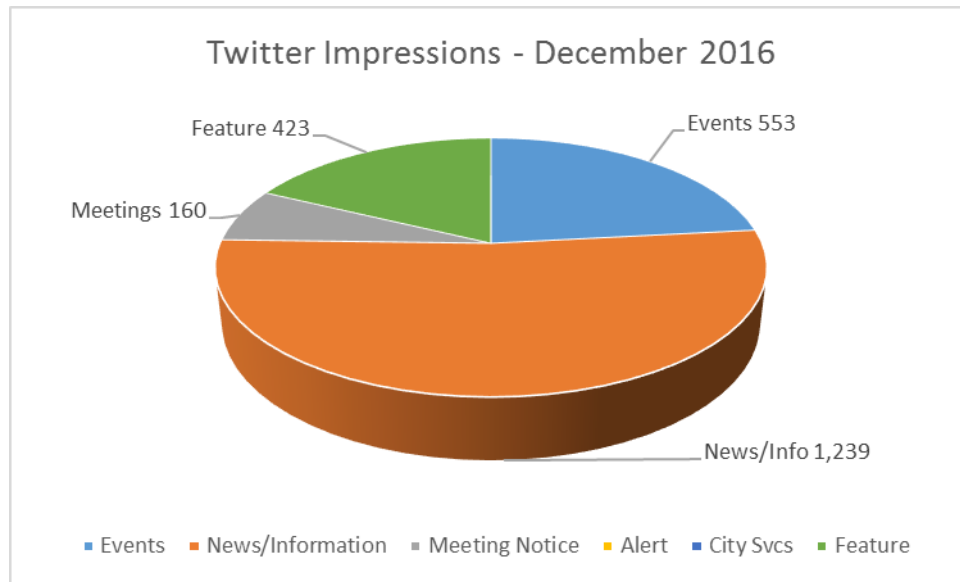
Twitter is the second most popular social media platform. It is most widely used in emergency communications and social activism, and has a broader business application than Facebook. It is also a growing news source for many users. An estimated 23% of internet users have Twitter accounts. Similar to Facebook and other social media networks, the higher the education and income, the greater the use of Twitter.

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12/28/2016	News/Info	Christmas tree recycling	Admin
12/29/2016	News/Info	Township road closures	Admin

Highlight:

Twitter impressions were stable during December, with no one item generating dramatic activity. The graph that follows illustrates Twitter impressions across the different categories of posts in December. Media, such as images and links increase reach and engagement and are used as often as possible.



CONSTANT CONTACT

The City has released 13 eNews updates using the new Constant Contact platform and we are averaging a 44% open rate, which is above average. Our unsubscribe rate averages .3% and has slowed considerably since the first release. The City is gradually gaining subscribers to Constant Contact since we purged bad contacts we currently have 957 emails in our contact list. The table that follows shows activity from July through December 2016.

Date	Type	Sent	Open Rate (%)	Bounce	Unsubscribed	Not Opened
7/29/2016	Council Update	1111	53.4	219	16	416
8/15/2016	Council Update	1112	44.6	222	3	493
8/17/2016	Council Update	1110	43.9	223	7	498
8/25/2016	Council Update	1109	46.3	221	2	477
9/16/2016	Council Update	1114	46.5	224	4	476
9/29/2016	Council Update	1121	42.9	223	2	513
10/13/2016	Council Update	1136	43.5	227	2	499
10/28/2016	Council Update	937	42.3	34	0	514
11/11/2016	Council Update	947	43.9	31	1	514
11/21/2016	Civic Club - LOTA	954	42	31	2	527
12/15/16	Council Update	959	45.3	31	0	508
12/16/16	Civic Club - Luminaries	959	40.2	32	2	554

LOST TIME INCIDENTS/ACCIDENTS/CLAIMS**INCIDENTS**

One minor injury reported during the month of December with no claim or lost time.

Major Incident/Accidents (Damage over \$1,000)

Date	Property Involved	Damage Value	Details
0		0	0

Major Incident Totals	Number of Incidents	Damage Value
Monthly Total	0	0
Cumulative Total	2	\$3,300.46

Minor Incident/Accidents (Damage under \$1,000)

Date	Property Involved	Damage Value	Details
0		0	0

Minor Incident Totals	Number of Incidents	Damage Value
Monthly Total	0	0
Cumulative Total	0	0

INJURIES

No injuries reported in the month of December

Injuries Reported

Date	Person Involved	Details of Injury	Medical Treatment	Lost Time
12/22/16	Charles Young	Slipped, fell, extended arm to break fall; swelling in shoulder	None required	None

Injury Totals	Number of Incidents	Damage Value
Monthly Total	1	0
Cumulative Total	1	0

IT ACTIVITY

The City currently contracts with Software Decisions, Inc. (SDi) for desktop support and other IT related services. The contract is for 90 days, from November 15, 2016 to February 14, 2017. To date, SDi has received 19 calls/emails for service from city employees during the months of November and December. The requests vary from removing employees from all access and email services, to outlook not connecting and printer issues.

OPEN RECORD REQUESTS

The City received 11 record requests during the month of December, as shown below.

Date	Requester	Records Requested	Date Fulfilled
12/1/2016	Building Permit/Pool Info Svc	Building Permits - Monthly Report	12/6/2016
12/1/2016	Bentley Bulletin	Building Permits - Monthly Report	12/6/2016
12/5/2016	Building Hunter	Building Permits - Monthly Report	12/6/2016
12/5/2016	Homebuilders Weekly	Building Permits - Monthly Report	12/6/2016
12/6/2016	B.Boykin-xceligent.com	Sale of land; intended use	12/7/2016
12/20/2016	Eric Bahrenburg	303 Sonoma Ct - Plans, Docs	12/20/2016
12/20/2016	Simmons/Fletcher	Traffic camera footage/photos - accident report	12/30/2016
12/27/2016	Forsberg Law Firm	Records related to traffic accident	Mailed 1/6/17
12/28/2016	P. Koehn - Dodge Data/Analytics	129 Vision Park - Permit, Contractor info	12/29/2016
12/29/2016	P. Koehn - Dodge Data/Analytics	Permits - 9250 Pinecroft (MHH buildout)	1/9/2017
12/31/2016	Construction Monitor	Building Permits - Monthly Report	1/10/2017

PUBLIC RELATIONS**Shenandoah Business Association – December Activity**

BUSINESS & CONTACT NAME	COMMENTS
PGA Superstore (Randy Stuart)	Signed up with SBA online
Amazing Lash Studio (Halle Waggoner)	Signed up with SBA online
Buca di Beppo (Brittany Hall)	Signed up with SBA online
Jimmy Johns (Justin or Mike)	Signed up with SBA online
Tiff's Treats (Zach Medlin)	Signed up with SBA online
The Vitamin Shoppe (Ambar Olivo)	Signed up with SBA online

ACCOUNTS PAYABLE

VENDOR	DATE	PURPOSE	AMOUNT
MUNICIPAL CODE CORPORATION	12/06/2016	CODE OF ORDINANCES SUPPLEMENT 21 TABS	38.54
MUNICIPAL CODE CORPORATION	12/06/2016	CODE OF ORDINANCES PDF SUPPLEMENT 21	1,291.00
SOFTWARE DECISIONS, INC.	12/06/2016	MONTHLY IT SERVICE AGREEMENT	6,750.00
SKELTON BUSINESS EQUIPMENT	12/06/2016	ADMIN COPIER MONTHLY MAINTENANCE 2016-17	62.47
PITNEY BOWES PURCHASE POWER	12/06/2016	MONTHLY POSTAGE FOR ADMIN	14.05
PITNEY BOWES PURCHASE POWER	12/06/2016	MONTHLY POSTAGE FOR P&Z	86.77
WAVEMEDIA, INC.	12/06/2016	INTERNET SERVICES 2016 - 2017	975.00
VERIZON WIRELESS	12/06/2016	ADMIN CELL PHONE/DEVICE USAGE 2016-2017	165.85
THE CONROE COURIER, P B M	12/06/2016	CONROE COURIER 12 MOS SUBSCRIPTION	120.00
JERRY BAKER	12/06/2016	PHOTOGRAPHY SERVICES FOR LOTA 2016	300.00
CHARTER COMMUNICATIONS	12/06/2016	CHARTER HD CONVERTER BOX OCT 2016 - SEPT 2017	27.00
THE WOODLANDS CHAMBER	12/14/2016	MC DAY AT THE CAPITOL	10,000.00
TELEPACIFIC COMMUNICATIONS	12/14/2016	TELEPHONE CHARGES OCT 2016 - SEP 2017	543.52
BRANCH BANKING AND TRUST CO.	12/19/2016	TCMA CONFERENCE FEBRUARY 2017 REGISTRATION	200.00
BRANCH BANKING AND TRUST CO.	12/19/2016	MONTHLY CONSTANT CONTACT SUBSCRIPTION	65.00
BRANCH BANKING AND TRUST CO.	12/19/2016	ELECTRONIC DEVICE DATA (J. TEAGUE)	20.00
BRANCH BANKING AND TRUST CO.	12/19/2016	LUNCH FOR STAFF LOTA 2016	56.05
HOUSTON COMMUNITY NEWS	12/19/2016	NEWSPAPER AD FOR AGENT OF RECORD NOV 2016	349.65
BRANCH BANKING AND TRUST CO.	12/19/2016	COUNCIL MEETING MEALS OCT 2016 - SEPT 2017	202.00
DANIEL OFFICE PRODUCTS	12/19/2016	OFFICE SUPPLIES	61.05
BRANCH BANKING AND TRUST CO.	12/19/2016	FOOD FOR STAFF SETTING UP LOTA 2016	150.76
BRANCH BANKING AND TRUST CO.	12/19/2016	DOODLE ONLINE MEETING SCHEDULING PROGRAM	169.00
CHARTER COMMUNICATIONS	12/19/2016	CHARTER HD CONVERTER BOX OCT 2016 - SEPT 2017	27.00
BRANCH BANKING AND TRUST CO.	12/19/2016	MONTHLY TOLL CHARGES FOR ADMIN POOL CAR	20.00
TELEPACIFIC COMMUNICATIONS	12/28/2016	TELEPHONE CHARGES DEC 2016	547.70
SAM'S CLUB DIRECT	12/28/2016	DESK CHAIR FOR J THOMPSON	156.98
DARRELL FRAZIER	12/28/2016	ELECTRONIC DEVICE DATA REIMBURSEMENT JAN 2017	10.00
DARRELL FRAZIER	12/28/2016	JAN 2017 ELECTRONIC DEVICE REIMBURSEMENT	50.00
GREG SMITH	12/28/2016	JAN 2017 ELECTRONIC DEVICE REIMBURSEMENT	120.00
JEAN TEAGUE	12/28/2016	JAN 2017 ELECTRONIC DEVICE REIMBURSEMENT	50.00
TOTAL			22,629.39

SUBMITTED BY: 