

PUBLIC FACILITIES COMMUNICATIONS TIMELINE

- TOWN OF DAVIDSON, NC - 2019 -

August

8/14 – Reach out to designer(s) re: brochure trifold and postcard

8/14 – Reach out to Ingrid Russell to see availability, discuss timeline for video project,

8/21 - Restructure website pages for GO Bonds

1. Make GO Bonds page under Finance more generic and evergreen
2. Pull out 2017 GO Bonds details and create new page under headline of “Transportation, Parks, & Mobility Projects”
 - a. Change callout on Main page (251 South Street Project) redirect to Public Facilities
 - b. FAQ on website

8/26 – Connect with Jan Blodgett, Davidson Historical Society, & Davidson College Archives, discuss #tbt project

September

9/3 - Discussion Quarterly Q&A at Summers Walk

9/5 – Make sure all events listed on Community Calendar on website and Facebook

9/6 – Social media update about new details on our website, new events coming where folks can learn more – begin posts with graphics, Q&A throughout rest of Aug. & Sept.

9/10 – Postcard design finalized, sent to printer

9/16 – Brochures design finalized, sent to printer

9/12 - October Newsletter feature due

9/24 – Postcards mailed, 6 weeks before election day

9/27 – Brochures Delivered

9/30 – Release video (tentative)

October

10/1 - Neighborhoods Meeting (Exact Date TBD)

PUBLIC FACILITIES COMMUNICATIONS TIMELINE

Fall 2019

10/3 - Davidson Connections Q&A

10/3 – start #tbt campaign on social media (5 posts, 5 Thursdays) *

10/10 - Tour/Open House at 251 South Street (exact date tbd)

10/19 - Table at Davidson Farmers Market

10/25 - Booth at Halloween March

10/29 – One week left to learn, big push on social media, re-use and repurpose content

*open house in October for police and fire, need to finalize date based on chiefs' schedules

November

11/5 – Election Day

TBD

- Updates where appropriate at any/all BOC meetings
- Updates where appropriate in any/all Manager's Reports