



MEMO DATE:	July 23, 2019
MEETING DATE:	August 5, 2019
TO:	Village of Cottage Grove Board of Trustees Matt Giese, Administrator
FROM:	Lisa Kalata, Clerk
RE:	Social Media/Website

OVERVIEW/BACKGROUND

As one of the 2018 Village Board priorities to increase citizen engagement, staff has implemented a social media presence for the Village of Cottage Grove. We have accomplished this in many ways, the spreadsheet attached will give data on the Village's Facebook page along with data on Polco.

As well as Facebook posts and Polco questions, to date there have been 59 posts on the Village Website under "News Flash". There are also 141 subscribers signed up to receive various notifications generated through the website. There were 74 subscribers in 2017, 90 in 2018.

As you can see, there has been great improvements and we will continue to do community outreach and education to get more citizen engagement.