



General Services

*Building a stronger city through
people, places, and progress*

WHO WE ARE

- ◇ Director of General Services Betsy Eckhardt
- ◇ Public Communications Manager Matt Lindberg
- ◇ Planning and Economic Development Coordinator Jean Van Iperen
- ◇ Library Director Jeri Kay Hopkins
- ◇ Parks Director Sydney Mroczek

WHAT WE'RE ABOUT

“Some people want it to happen, some wish
it would happen, others make it happen.”

- Michael Jordan

OUR MISSION:

To serve our community by creating opportunities,
maintaining welcoming spaces, and delivering clear
communication that connects residents to their city.



PUBLIC COMMUNICATIONS: LAST 90 DAYS

- ◊ Worked with Parks and Recreation, Traxside District, Columbus Public Library and Trax Creative District on consistent Kind Columbus NE branding and messaging.
- ◊ Produced Reels and other videos with City staff and elected officials. Kind Columbus Reel has generated more than 12,000 views since its release before the last Council meeting.
- ◊ Working with Parks, Traxside and Trax on creating marketing plans inspired by City Hall's marketing plan.
- ◊ Worked with Police, Fire, Public Works, JCC and General Services on more than two dozen forms of public messaging.
- ◊ Responded and interacted with 15 members of the public who sent messages to City social media with questions and concerns.



ARTS: LAST 90 DAYS

- ◇ All Ages One Canvas Reception on Friday (exhibit of all art created during the residency programs at Senior Center with adults and in Library with teens and tweens. The groups collaboratively worked on a large canvas that will find its permanent home in the Senior Center.
- ◇ Two week long program
 - 20-25 kids per day participated in the program in the library
 - 4-6 per day at the Senior Center.
- ◇ We have had inquires about future events from Cottonwood and the Senior Center. And are working on creating a quarterly program for the teens.
- ◇ Art providing the instruction was Kim Darling from Omaha.





LIBRARY: LAST 90 DAYS

- ◇ Spring MasterClass in the MakerStudios: May Day baskets.
- ◇ Kelli Keyes, Youth Librarian helped with the Week of the Young Child events with the Columbus Area United Way, Community & Family Partnerships, and We Care for Kids.
- ◇ Jackie Anderson read to the children for Story Time.
- ◇ Friends of the Library presented: From This Day Forward, a historical view of wedding fashion in partnership with Humanities Nebraska.
- ◇ Library Director Jeri Kay Hopkins, presented a webinar on our new catalog system to librarians across the country in partnership with the Nebraska Library Commission and Pioneer Consortium.



PARKS AND RECREATION: LAST 90 DAYS

- ◆ Youth Sign Up day was held on March 7th and 358 kids attended with parents.
- ◆ Trivia Night: 16 couples attended.
- ◆ Floral Arrangement Class: 16 attendants
- ◆ Summer Brochure is published and all programs are ready for registration.
- ◆ 54 teens completed Lifeguard Certification Courses
- ◆ Over 50 Kids attended the Underwater Easter Egg Hunt
- ◆ 88 people attended the Glow-in-the-Dark swim
- ◆ Work with JEO across both Golf and Parks to complete the Tree Inventory. Findings will be coming early summer.
- ◆ Collaborated with the Trax Creative District on an Artist in Residency project at the Senior Center.



One Team. One Mission.

- ❖ **Connecting** people through communication
- ❖ **Growing** opportunity through development
- ❖ **Creating** spaces through arts and parks & recreation
- ❖ **Inspiring** learning through the library

Together, we shape the everyday
experience of our community.

That's General Services.