

ANNOUNCER: You've tuned in to another edition of The Break Room. A

weekly conversation about how the City of St Augustine

works from those who do the work every day. Hosted by the

City of St Augustine's Communications Director Melissa

Wissel. The Break Room offers a closer look at the different

city departments and provides updates on current and upcoming

projects and events. And now your host, Melissa Wissel.

MELISSA: Thanks for tuning in. I'm Melissa Wissel, Communications

Director for the City of St Augustine. We are well into

hurricane season right now and if you are a regular listener,

you know that I always sign off  
every episode reminding you to

get connected to the City of  
St Augustine. You'll find us

on Facebook, Twitter, and  
Instagram. When you follow us,

you'll get our notifications.

And as you may also know, we

are now on a podcast, but more  
about that later. Do you know

that we also have a weekly e  
newsletter? And you know that

you can also see us in NextDoor? If you're looking for us,

you can surely find us. And this  
week in studio, I've got the

City's Communication Specialist  
and our social media pro

extraordinaire, Cindy Walker  
with me on The Break Room.

Cindy, welcome back. CINDY: Well,

thank you It is great to be

here and it is so strange to be

on this side of the production

of The Break Room. Let me tell

you. MELISSA: Well, you do a great job

for us and I do have to do a

little shout out. You really

are the machine behind what we

push out from the

Communications Department for

the City. So, just so everyone

knows shout out and kudos to

you for all of your hard work.

CINDY: Well, thank you. MELISSA: Tell me, before

we get into all the nuts and

bolts of what we're doing, I

know that you've got something

coming up you want to tell us

about. So, let's just kick off

with that and then we can get in,  
roll up our sleeves.

CINDY: Absolutely. So, August

15th is City Hall Selfie

Day. Now, I know we love taking  
our selfies, don't we? MELISSA: Yes. CINDY: So,

bust out your selfie stick and  
come on down to City Hall or

any city building. You  
could go to the Marina. Any

of 'em, really. I mean... MELISSA:  
Archaeology, fire, police.

Fleet. CINDY: All of them. MELISSA: Do I  
have to be in front of a City

building? Necessarily? CINDY: Not  
necessarily, get creative.

You can go take a picture in  
front of a.. MELISSA: fountain. CINDY: City Fire

Hydrant. City Fountain. I don't  
know. I want to see you guys get

creative. But first of all, let  
me explain what City Hall

Selfie Day is. It is a social  
media campaign brought to you

by Engaging Local Government  
Leaders. And it is just a fun

little community outreach that  
we participate in. I want City

staff, City residents. Heck,  
even visitors can come and take

a photo. Post it and make sure  
you tag us @CityStAug,

and also tag ELGL and use the #CityHallSelfie and #CityStAugSelfie. And it is a contest.

MELISSA: Oh it's a contest for us? CINDY: It

absolutely is a contest. So, a  
few years back, we won most

historic, obviously. And  
this one was one of my

favorites, we won best selfie

with a pet. We had a staff

member take a picture of his

cat, put it on his mask, this was

during COVID, and then take a

selfie wearing the mask with

the cat. MELISSA: With his wife, right? CINDY:

Yes. Yes. MELISSA: They both had the

mask. Of the cat, with the, with

the cat on the mask. CINDY: Cat on the

mask. Say that five times now.

MELISSA: With the cat. And we've been

doing this for a couple of

years. CINDY: Yes. MELISSA: We've we've, we get

this, we, like you said. We get

City staff involved. The Fire

Department does some. The

Police Department gets

involved. The Marina gets

involved. Everybody in the City

and the cityside gets involved.

We get our Streets and Grounds

crews, our T & D crews.

We really want to start seeing

some of our residents and  
visitors get involved. CINDY: We do,

because there are awards if our  
residents participate, as well.

Make sure you come  
on out. Take your selfie on

August 15th. And there's awards  
for media participation. MELISSA: Okay.

So, any of our anchors,  
newscasters, personality, TV

personalities, any of you out  
there listening. CINDY: We are calling

out to you. MELISSA: Okay. So, okay. So,  
that's City Hall Selfie Day.

Putting City Hall Selfie Day

aside. What else do we have

going on? You're talking about

tagging and hash tagging and all

of those things. Tell me

where we are that we can be

hash tagging and posting to. CINDY: On

social media. We are on

Facebook, Instagram, Twitter,

and Next Door. We have multiple

accounts for each platform. We

have the city @CityStAug

on Facebook, Instagram, and

Twitter. We have the Fire

Department @CityStAugFire on Facebook and Instagram.

We have the Police Department

@StAugPD, Facebook,

Instagram, and Twitter. We have

the Marina @CityStAugMarina, Facebook and Instagram.

And we have a new page, our

Weather Stem @FSWNCityStAug on Facebook and Twitter. And

we also have another new page,

Archaeology @CityStAugArchaeology on Instagram. And

now that's a lot. MELISSA: That's a lot.

CINDY: And if you missed any of that,

don't worry. Go to the City's

website, CityStAug.com

and you will find all of them

listed there under the

Communications tab. MELISSA: Great.

talk real quick, if you could, tell us

about Next Door. Next you

don't really follow us on Next

Door. CINDY: We're just there. MELISSA: Okay.

CINDY: We will pop up in your feed. And

Next Door is really essential

to our neighborhood specific

information, especially as we

are communicating our FEMA 13

lift station construction.

So those construction  
projects will only affect, you

know, a few blocks so it's not  
necessarily big enough, if you

will, to be on Facebook. But Next Door  
where you're going to find that

information. MELISSA: And also a shout  
out. Let's mention our CRA.

Jaime does a great job to get  
the CRA information out and

you're really only going to  
hear about that right now in

Lincolnvile. But we do have  
the new Historic Area CRA

that's jump starting again. So  
those neighborhoods are

probably going to start seeing  
some more, too, on Next Door.

CINDY: Yeah, and she does a great job,  
so make sure you keep up with

that. MELISSA: Continuing on about  
all of our communications. You

are listening to The Break  
Room. I'm Melissa Wissel,

Communications Director for the  
City of St Augustine. And I

have Cindy Walker with me in  
studio. She is our

Communication Specialist. Few  
other programs that we offer

and communication tools we  
have. Quick update, News and

Notes. That's our weekly e-newsletter. CINDY: Yes and just very

quick, you could subscribe to  
that on our website. And that's

where you're going to find your  
government information, your

meeting notices, our press  
releases, tree trimming, road

closures, traffic  
announcements, you'll also find

a recording of The Break Room,  
our weekly Face of the City

feature. MELISSA: All of that in News  
and Notes. If you want to  
stay up to date on what's

happening in the City, News and  
Notes is where you're going to

find it. And we're not going to  
spam your inbox. It's once a

week on Friday. And the joke is  
if you get it early in the day,

we are on top of it. If you get  
it later in the day, not so

much. MELISSA: Since something's been  
going on in the office. And

let's also talk, we're on, we're

here now in The Break Room.

We've got a new format for The

Break Room. I mentioned it a

little bit briefly, but tell us

more about our podcasting. CINDY: Yes.

The Break Room is now a podcast.

And I am so excited to announce

this. We are moving on into the

future. So, of course you will

hear us here on WFCF. But you

will also catch us on Spreaker,

Apple Podcast, Google Podcast,

Spotify, iHeartRadio, and more.

Now, that's a lot, too. So, and

there's more platforms that we

are on. So, if you want a list

of all of them and links to

those pages, check us out [CityStAugRadio.com](http://CityStAugRadio.com). You'll

also find links to each

individual recording on Speaker

as well as the transcript. So, if you want to read

what we're saying, it'll be

there. MELISSA: That puts us on our ADA

compliance so that's awesome.

CINDY: Absolutely. MELISSA: So, before we have

to sign off. We were talking

also as I did our intro about

hurricane season. We have a

Facebook feature that's an

emergency alert tool and we

also have StAugAlerts. Can

you tell us about those?

CINDY: Absolutely. StAugAlerts is

a text message that will go

right to your phone. And it's,

we're not going to blow up your

phone now. It is

emergency alerts only. So, not

meeting notices, not minor

construction projects, not  
Concerts on the Plaza. This is

for hurricanes and things of  
that nature. To subscribe, text

StAugAlerts to the number  
888777. Again, that's  
StAugAlerts to the phone

number 888777. And that is your

specific St Augustine  
emergency alerts. MELISSA: Text

messages. CINDY: Text messages. Now,  
St Johns County does have a

similar one. That's not going  
to be City specific, but county

specific. And you could that on  
the St Johns County

Emergency Management website.  
And what's interesting with

that is you have options, that  
could be a text message, email,

phone call, and that will be  
countywide. And they do more

weather information, as well.

Upcoming thunderstorms and

things of that. MELISSA: I know I get  
those because I've subscribed.

I get that notification. My  
phone rings and I recognize the

number and then I get a text  
message about the storm watch

or thunders... you know, tornado  
warnings now in Flagler County or

something like that, or in St  
Johns County, of course, too. But

they do a really good job of  
keeping us up on what we have

incoming if there's a weather  
emergency. And again, just to

reiterate what Cindy was

saying. The StAugAlerts

that you're going to send.

You're going to text the number

888777 and you're going to text

StAugAlerts. And that's

going to be just for St

Augustine specific. This came

out of some emergency weather

that we had a couple years ago.

Some really bad flash flooding.

We had quite a bit of localized

emergency flooding and the

commission directed us to do

something that we could, we

could send something out

locally that was really

specific to the City. And also

like Cindy said, it's really

for an emergency, eminent

danger, there might be, you

know, if there's some other

type of a crime alert. But it's,

it's really just for those

urgent emergencies. You're not

going to hear from us

otherwise. CINDY: Absolutely and

another emergency notification

system we have is on our

Facebook page. MELISSA: Okay. CINDY: So, we

worked with Facebook to help

develop their Emergency Alert

System. So that has been rolled

off, rolled out, on the City of

St Augustine's Facebook

page, so make sure you follow

that. And when there is an

emergency, we will post and you

will see that directly in your

notifications. We will mark it  
emergency alert, you'll get a

notification and see what the  
alert is. And that will be,

again, emergency situations. MELISSA:

Only on Facebook. CINDY: On Facebook. That will not be meeting  
notices, that won't be

concerts, that'll be an  
emergency, so make sure you pay

attention when you see that.

MELISSA: And that's when you're

following, you're following the  
City. And if you're in the

geographic area, it's going to  
notify you. Excellent.

CINDY: Speaking about weather, I must  
let you all know about our new

pages, The Weather Stem.

It is this neat device that is

over at the Marina and it  
monitors the weather. All the

weather. I mean, everything.

MELISSA: Every minute of every day.

CINDY: Every minute every day and you  
have video, text, alerts, photos.

And again that is @FSWNCityStAug on Facebook and

Twitter. But personally, my  
favorite part of the Weather

Stem is it does a time lapse  
every evening and every

morning. It does a time lapse  
that is looking over downtown,

which is beautiful. And that's  
more, I think of sunset. Then it

also does a sunrise from the  
Bridge of Lions. MELISSA: And that what,

that monitors everything from  
tides, wind, current,

precipitation You name it. You  
can literally sit there. It's

like a live cam. CINDY: Yes. MELISSA: It's  
really a live cam. CINDY: It is a live

cam. MELISSA: Okay. And there's  
one down... Is that the only one

we have? It's down at the  
Marina. CINDY: Yup, that's the one

that's located in the City.

There are a few located in the

county. If you go on the  
Weather STEM website, it'll

have a list of everything. And  
this is I believe a national

program that we are part of. And  
this will help our emergency

management officials during  
storms and other weather

events. MELISSA: Well, and I that I'm

sure there's tons of residents

out there that are curious  
about the weather. You see

those storm clouds rolling in.

You wonder if it's going to

hit. You wonder what downtown  
looks like. It is really cool.

You're right. The the time  
lapse is really fascinating to

watch. CINDY: It is. MELISSA: They're on the, on  
the waterfront. CINDY: It is. MELISSA: Well,

Cindy, I'm going to have to  
invite you back, because there's

more that you do. And we just  
ran out of time. CINDY: Well, I'll be

happy to come back. MELISSA: So, thank  
you for stopping by The Break

Room. And we're going to have to  
sign off now. CINDY: Thanks for having

me. MELISSA: If you missed any part of this broadcast and want to go

back and listen from the beginning, you can find us on a

podcast. Look for us on Spotify, iHeartRadio, and any

of the other podcast platforms out there. You can find those

podcast platforms for the City of St Augustine at CityStAugRadio. com. Remember that in order to stay

connected, you need to be connected. Follow us on any of

our social media platforms.

You'll find the city @CityStAug on Facebook, Twitter, and Instagram. Thanks for tuning in.

Until next time. ANNOUNCER: You've been listening to The Break Room, a

weekly program addressing projects and programs offered

by the City of St Augustine.

Join us each week as the City's

Communications Director Melissa

Wissel has in-depth

conversations with the people

who make our town work to meet

the needs of our community. The

Break Room is produced by

Communications Specialist for

the City of St Augustine,

Cindy Walker. See you at this

time next week for another

edition of The Break Room.