

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

Lincolnville. 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.