

Coffee with the Mayor

Ser 25

No flavored coffee this past week, just my good old Gevalia brand and occasionally Great Value half-caf to reduce caffeine intake. The daughters will be coming home for Christmas with the oldest bringing Stumptown coffee with her! Looking forward to the coffee, but, more importantly to their arrival!

It was brought to my attention by someone relatively new to the area this past week that it's hard to find out what is happening in Linton. Learning of events after they happen is usually not a good thing, especially if it was an event of interest. I know there have been public meetings held by the city council that were advertised as required with no one attending. The same could be said of school board meetings. Even the regularly scheduled meetings are not well attended and often do not get reported on. All important meetings no less. There could be several reasons why these are not attended. Either no one read the announcement put in the local paper (or aware that it's posted there), didn't notice the announcement posted at either city hall or the school, or read it but decided not to attend for whatever reason. It's not only public meetings but events held by local organizations. Communication, whether it's within an organization or whether it's to the public, is almost always named as a high priority problem.

It wasn't that long ago the local newspaper was the one source the community could rely on for information. The distribution was pretty widespread either by mail or delivered by the paper boy (that brings up a topic I'll talk about later). Articles of local interest, both news and sports, were written and verified by reporters from the area. I'd recommend you find an old newspaper (10 years or more) and see for yourself the information available. Then along came social media and websites. Businesses saw the potential and started shifting advertising away from the paper, reducing their revenue. The printed media wasn't as timely or focused as social media and over time, with the loss in revenue, had to reduce staff and reduce printing days.

Social media obviously has a place in today's society and is utilized by many. One can be informed if you access the appropriate page or pages or belong to the right group. The information is not available to all nor does it have to be verified. Websites provide a lot of information but only when accessed and one knows where to look. Thanks to technology the means to communicate has never been better! The question is, how is it so many are not informed of events they might be interested in attending when communication is so easy? My intent to publish the Coffee with the Mayor blog in the local paper was to increase the readership, even if ever so slightly. At least that was my hope.

With that background, one of my goals for 2025 is to focus on ways to improve communication within the city. I intend to bring people together to brainstorm ideas on

ways to effectively deliver the message. If you are interested in this, please send me an email at jpreble@cityoflinton.com!

I sincerely hope everyone is ready for Christmas! I know there are many that still have shopping and wrapping to complete. You still have a few days left, 6 if you're counting! I see deliveries on a daily basis in the neighborhood, so I know presents are still being delivered (many in Amazon boxes)! It's nice to open presents on Christmas morning (or whenever you have Christmas) and be surprised at the gift. All that shopping and running around is focused on seeing those reactions!

My wife has accused me almost every year of being a Scrooge! I even have a Bah Humbug coffee cup! I can see why she thinks that. My enjoyment of Christmas is making memories with the family, not so much opening gifts, but being together. Some of my best memories are Christmases at my Grandparents with my uncles, aunts and cousins or with my own family over the years. Even the frustrations at putting presents together (sometimes complicated) the night before are memories as well! In my heart I know I'm not a Scrooge!

I want to wish all a very Merry Christmas! I hope whoever in your family is traveling will arrive safely. Enjoy the family time, make many memories, take a moment to share with someone less fortunate and, above all, remember the reason we celebrate Christmas is because of what happened in Bethlehem long ago!