

10-B/1

Proposed Agenda Items

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Council Meeting Date: February 2, 2016 Priority 1 of 1

I Title: City Manager's Department to Assemble and Release City News in an orderly and pro-active fashion so the public is well informed and so the City image improves and is perceived accurately.

Summary of Points for discussion:

1. The public is now almost the victim of *Intentional Exclusion* because the City does an extremely poor job of informing and disseminating City note worthy events.
2. We pass laws, such as the *vaping regulation* which are then not followed because nobody is aware they exist.
3. The press does not report most of the votes, and often misses the news worthy items.
4. Often there are major issues/developments that are completely missed, or worst, report inaccurately.
5. As a result, the public is not informed, and becomes negative on the City and apathetic.
6. The various Groups around the City do an excellent job in their areas but are dependent on working with the City for support, coordination, land-lord, protection and so many other ways.
7. We must make it easy for people to quickly and easily be informed on City issues.

All agenda Additions – Public need or issue addressed

1. Major changes can occur with the public largely unaware.
2. Local neighborhood changes can occur, without the public being informed--note the *Skate Park*.
3. If we expect public support, the public need be informed in brief and user friendly format. Nobody has the time any more to research the City.
4. In the past, decisions have been made where later on the public complained and the decision was changed.
5. Money can be spent and wasted fulfilling a "perceive need," which the public either did not like the result or could have suggested a better route.
6. City Council's job is to fulfill the expectations of the public. We are not doing that if they cannot understand what has happened.

Summary of the proposed solution to the public need or issue"

1. The City Manager must be equipped to fix this problem.
2. This will require fixing the limited TV access, which means having all outlets available without advertising and over more than Comcast.
3. The web page must be brought into modern times to include a weekly page of what is going on.
4. All votes should be tabulated and made available as press releases and put on the web page.
5. There must be a person assigned as Public Relations officer, either as an employee, or part-time contract employee, to contact and work with the press to facilitate getting the news reported.
6. This person should have routine contact with the press and public and need be able to reach out and ask for press releases to be printed. In other words, a person experience in public relations available to get answers for the Press.

7. Any advertisement need be reader friendly/besides legally correct. In other words, jargon now prevails such that nobody will read the item.
8. A *Compassion* workshop has been offered by Suzy Feny and should be considered.
9. Such other measures as are need to fix the communication void which is of major concern to community leaders in the area.

Old Business Only This need has come up many times in the past. It is time to fix it. Pls note Tammy Vock's November 2, 2016 attached.

Communications Officer

Public Relations Officer

Public Information Officer

Media Relations Officer

Marketing Manager

Public Affairs Officer

Marketing Communications Coordinator

Communications Manager

