

AGENDA
COMMUNICATION COMMITTEE

Thursday, June 4, 2018

5:30 p.m.
Chamber B

- Item 1. Call to Order.
- Item 2. Attendance.
- Item 3. Approval of the April 4, 2018 meeting.
- Item 4. Review draft/updated Communications Policy and adopt.
- Item 5. Discuss/ review activities to date.
 - a. Budget Forums
 - b. Facebook and E-mail newsletter
 - c. Council participation in Memorial Day Parade and Veteran's Home Ceremony
 - d. Council table at elections
- Item 6. New Business – Activities in summer
 - a. Summfest presence
 - b. Cable TV/ Citizens Academy
- Item 7. Public input- 3 minutes per person on current agenda items only
- Item 8. Adjournment.

Scarborough Town Council

Strategic Communications Action Plan

The following is an outline and recommendation for the Scarborough Town Council to adopt and execute as part of a strategic communications plan. The suggested goals were taken from guiding principles, objectives, and action steps discussed at the Council goal setting workshop as well as ongoing work and discussions of the newly formed Communications Committee.

While the committee feels this represents a start on developing a comprehensive communication plan and approach that will benefit the community as a whole it is recognized that this is and shall remain a constant work in progress. As the world changes so do the ways in which we give and receive information and any thoughtful communication plan shall be flexible enough to those changing dynamics and community needs.

Strategic Direction: Improved communication that encourages increased citizen participation and engagement which will promote a culture of trust and productive relationships across the Council, town staff, and constituents.

The members of the Communication Committee will provide direction, policy oversight and business decision support for external communication efforts of the Town Council as a body. The Committee will from time to time review and offer feedback on the current mechanisms for promoting Town Council and community engagement. The Committee may identify new strategies and resources that will foster and promote a positive and productive dialogue with the community; help facilitate improvements to existing and new communications media; and provide the Council with an annual report summarizing the committee's activities from the previous year and recommendation for the year to come.

The Communications Committee will meet quarterly in March, June, September, and December of each year unless otherwise needed.

Develop clear, consistent communication protocols and messages that are delivered in a timely manner

- FB posts that outline upcoming agendas and supporting documentations, this is to include all council committees prior to the meetings.

- Events and Projects on Facebook
- Utilize the web page and E-Newsletter

Increase opportunity for citizen participation and engagement

- Facilitate the hosting of topic specific meetings where citizens can meet and dialogue with town officials.
- Develop a "Citizen's Academy" through the office of the Town Manager.

Expand Council presence on local access channel and other forms of communication such as the E-Newsletter

- Work with Community Services to develop cable programming relative to Town Council initiatives.

Create individual communication plans for major initiatives or changes in town projects and processes that includes development of ongoing public engagement / outreach strategies (i.e. Pine Point paving, Pleasant Hill compost pilot program)

Support the Assistant Town Manager in identifying these projects

- Be proactive and get out ahead of issues; identify and utilize appropriate town staff to coordinate and support this effort (Asst. Town Manager and Dept. Heads etc.)

Take opportunities to gather input from citizens when appropriate/possible.

- Use election day tables as a place to capture voter voice and attitude

Establish a culture of mutual respect and civil dialogue

- Councilors have individual responsibility to connect with fellow Councilors and Senior Staff.
- All Councilor interactions internally and externally will be consistent with the rules for general comment as promulgated for council meetings.