

RESOLUTION NO. 2020-54

A RESOLUTION TO ESTABLISH AN AD HOC COMMUNICATIONS COMMITTEE

WHEREAS, City Council and the City administration have instituted policies and practices intended to foster a culture of transparency in the City's communications with the citizenry; and

WHEREAS, City Council wishes to ensure that those policies and practices, and the methods used by the City and its departments to implement them, effectively and consistently communicate with residents, staff, elected officials and stakeholders; and

WHEREAS, City Council believes that it is prudent to undertake an evaluation of the City's current communication policies, practices and methods by forming an ad hoc committee to review them and make recommendations to the City Council;

NOW, THEREFORE, BE IT RESOLVED that there is hereby established the Ad Hoc Communications Committee, the membership of which shall be appointed by the Mayor subject to the approval of the City Council and shall include 3 members of the City Council, 2 city employees, one of whom shall not be a supervisor, 2 citizens of the city representing both older and younger populations, 1 representative of the Charlotte Chamber of Commerce, 1 representative of CharlotteRising and 1 representative of an organization whose mission is to serve the needs of persons with disabilities; and

BE IT FURTHER RESOLVED that the Ad Hoc Communications Committee shall have the authority to elect its own chairman, promulgate its own rules of order and develop its own schedule of meetings, which meetings shall be conducted in accordance with the Open Meetings Act; and

BE IT FURTHER RESOLVED that the Ad Hoc Communications Committee shall 1) evaluate and make recommendations to the City Council on City branding; 2) develop a style guide for the implementation of City branding on printed and electronic communications; 3) develop a communication plan that incorporates internal communications, communications with outside organizations, communications with residents and which utilizes different media to best reach all populations; 4) develop a social media policy that reflects best practices for local governments and includes a user policy for the public, recommendations for use of graphics, and standards for pages managed by individual departments; and 5) make a recommendation for expanding communication services to include emergency and community alerts via text, email and telephone calls ; and

BE IT FURTHER RESOLVED that the Ad Hoc Communications Committee shall issue a final written report of its findings and recommendations to the City Council not later December 31, 2020.