



Legislation Text

File #: 18-0027, **Version:** 1

Summary

To: Town Commission
From: Cathy DeKarz, Management Analyst
Date: 3/6/2018

Subject:
2017 Communications Summary Report

Summary:

Over the past several weeks, the Communications Team has worked to compile a 2017 Communications Summary Report for the Commission. Per the Communications Policy passed in October, the Communications Team will be completing this report and presenting it to the Commission each year in order to benchmark our progress and plan for the future.

Previous Commission Action: N/A

Background/Problem Discussion: The attached Communications Summary Report is the combined effort of the six employees on the Town's newly-formed Communications Team. The report includes 2017 highlights, a background analysis of where we stand with communications now, analytics from the past year, and the Team's goals for 2018. Staff is seeking feedback from the Commission on their thoughts on this report and its contents, and welcomes further ideas for 2018 goals and projects for the Team.

Expenditure Challenges N/A

Financial Implications: N/A

Recommendation: N/A

Proposed Motion N/A