



Legislation Text

File #: DIS 18-011, **Version:** 1

Discussion of issues relating to the Communications Plan update and the new Calendar of Events.

Summary:

Communications Plan

The 2017-18 Communications Plan represents an update to the 2015-16 plan with amended goals and policy sections. The major changes include: (1) revised goals based on achievements reached since the 2015-16 plan was adopted; (2) updated membership list for the Communications Committee; (3) updated social media policy including a revised block/delete policy; and (4) updated guidelines for adding content to DPTV.

All changes were reviewed and approved by the Communications Committee during its most recent meeting in December 2017.

The Plan is attached which included the changes highlighted in green.

Calendar

The City of Deer Park Calendar of Events is intended to serve as a planning tool to achieve effective publicity for year-round special events as well as departmental recognitions. The format, a two-page, printer-friendly document, allows for easy in-house updates as well as citizen use.

Content for the Calendar of Events was gathered with input from both the Communications Committee and the City's Directors and administration.

The Calendar of Events is attached.

Fiscal/Budgetary Impact:

N/A

Discussion only.