

RESOLUTION RE: ESTABLISHING THE ADVISORY COUNCIL ON COMMUNICATIONS

WHEREAS, there is substantial civic value in the effective and efficient exchange of information between Village government and the public using methods and practices that recognize the range of individual communication preferences and needs under both routine and non-routine circumstances, such as public emergencies; and

WHEREAS, fostering public trust and confidence in local government is a continual conscious endeavor with many public communication touchstones, including such critical dimensions as promoting transparency in governmental affairs and encouraging broad participation in local governance; and

WHEREAS, communications that successfully reach diverse audiences amidst a dynamic technological environment are critical to cultivating an informed and engaged community, serving to nurture enhanced public involvement in official decision-making and constituting a hallmark of local government excellence; and

WHEREAS, using a combination of existing and emerging communication platforms requires an integrated Village identity characterized by visually appealing, interesting, and informative messaging and programming; and

WHEREAS, the Scarsdale Ad-Hoc Committee on Communications, initially established by resolution on October 13, 2016, and renewed by resolution on November 28, 2017, has demonstrated the value of resident volunteers working in an advisory capacity to shape communication strategies and promote community participation in local governance; now, therefore, be it

RESOLVED, that a permanent advisory council to the Village Board of Trustees titled the Advisory Council on Communications is hereby established, comprised of seven to nine members, inclusive of a chair, each appointed to serve a two-year term, with a two-term maximum, which may be waived by approval of the Village Board; and be it further

RESOLVED it is the Village Board's intent in establishing this Council that it shall work in coordination with staff to support professional, effective, and efficient public communications and to promote community engagement in local government affairs; and be it further

RESOLVED, that the Purpose, Duties, and Membership of the Council are herein established in the Constitution of the Advisory Council on Communications, attached hereto and made a part hereof.

Submitted by: Mayor Hochvert
Date: November 02, 2018
For: November 13, 2018

CONSTITUTION
of the
Advisory Council on Communications

ARTICLE I – NAME / EXISTENCE

This organization shall be known as the Advisory Council on Communications.

ARTICLE II – PURPOSE

The purpose of the Council shall be to serve in an advisory capacity to:

1. Cultivate and maintain public interest in and access to official communications.

Endeavor to establish official Scarsdale public communications in each of their current or future forms as the discretionary choice for appealing content that is delivered in a manner that maximizes community reach.

2. Identify and encourage implementation of leading municipal public communication strategies and tools.

Monitor and periodically research public communications best practices and emerging trends or technologies, advancing recommended strategies to Staff to consider for use. In doing so, recognize our obligation to serve the informational needs of residents, businesses, and other stakeholders that prefer or rely upon traditional communication channels.

3. Support transparency and promote community participation in local government affairs.

Research and recommend strategies to Staff for informing, educating, and engaging the community on key opportunities to influence public policy decisions, including the establishment of local laws or regulations, budget development and adoption, and other similar community-level matters of public interest or concern.

4. Assist in early identification of specific issues or community concerns that merit deployment of an official communications strategy.

Council members should leverage their presence in the community to gather and escalate to Staff timely information, feedback, and observations that are both relevant to local government affairs and for which a communications gap or need may exist.

ARTICLE III – DUTIES

The duties of the Council shall be to:

1. Collaborate with staff to prepare and submit for Village Board review and approval an Annual Work Plan, inclusive of an appraisal of the Council's prior year accomplishments;
2. Advise the Village Board and Staff on recommended best practices in the area of public communications;
3. Assist with content creation and/or content review in coordination with Village Staff, as such opportunities or needs may arise;
4. Conduct industry research and testing, as necessary, to support the Council's established Purpose; and
5. Undertake such other studies and take such other actions as may be requested from time to time by the Village Board.

ARTICLE IV – MEMBERSHIP

The Council shall consist of a maximum of nine members, inclusive of a chair, each appointed by and accountable to the Village Board of Trustees. Additionally, and because of the high level of collaboration with Staff, a staff liaison to the Council shall be appointed by the Village Manager.

Initial appointees, which may include existing Ad-Hoc Committee on Communications membership, shall serve a two-year term and may continue membership on another standing Scarsdale Board, Commission, or Council until the term of such other appointment expires, at which point dual membership must discontinue. Upon expiration of the initial two-year terms, an approximately equal number of members shall be appointed to staggered terms of two years and one year. Thereafter, appointments shall be for two years, with a two-term maximum, which may be waived by approval of the Village Board.