

**RESOLUTION RE: ESTABLISHMENT OF AN AD-HOC COMMITTEE ON COMMUNICATIONS**

**WHEREAS,** The Village Board is desirous of establishing an Ad-Hoc Committee on Communications (Committee); and

**WHEREAS,** the Committee will support the successful launch of the Village’s new website, a communications platform intended to support 24/7 resident access and engagement, and present written recommendations for strengthening Village communication strategies and cultivating engagement opportunities with the diversity of audiences it serves, conducting specific tasks outlined in this resolution; and

**WHEREAS,** the Committee shall be appointed for a fixed one-year term expiring October 13, 2017, and after such date, the recommendations made by the Committee will be used to help inform Village communication strategies and activities, guide policy development, and influence budget discussions and resource appropriations; now, therefore, be it

**RESOLVED,** that Mayor Mark and the Village Board of Trustees hereby establish the Ad-Hoc Committee on Communications to serve in an advisory capacity to the Board of Trustees, with Trustee Jane Veron as Chair of the Committee and the following members herein appointed;

- Justin Arest, Lakin Road
  - Lee Fischman, Wildwood Road
  - Dara Gruenberg, Hampton Road
  - Laura Halligan, Heathcote Road
  - Justin Hamill, Colby Lane
  - Mary Louise (ML) Perlman, Carstensen Road
  - Barry Meiselman, Post Road
  - Scott Rompala, Horseguard Lane
  - Andrew Sereysky, Walworth Avenue
  - Carol Silverman, Spier Road
  - Robert Cole, Deputy Village Manager – Staff Member
- and; be it further

**RESOLVED,** that Trustee Deborah Pekarek shall serve as liaison to the Committee; and be it further

**RESOLVED,** that the Committee’s charge is as follows:

1. Review new website content, functionality, and user-friendliness, making suggestions for enhancements;

2. Develop a plan to gain community usage, seeking widespread adoption. As ambassadors for the new communications platform, engage with community groups to both increase awareness and usage of the website, and to introduce website functionality; and
3. Drawing on expertise and best practices, provide strategies to improve Village communications. Prepare written recommendations to the Village Board identifying important community segments or audiences, linking appropriate communication methods and channels to identified segments, and suggesting prioritization of associated programmatic and investment needs within the context of existing fiscal constraints.

Submitted by: Mayor Jonathan I. Mark

Date: October 05, 2016

For: October 13, 2016