



## Legislation Text

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**File #:** 17-070, **Version:** 1

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**TITLE:**

Draft Communications Plan

**PURPOSE:** The purpose of this item is to present the draft Communications Plan to the Board of Alderman and receive feedback on the draft plan.

**DEPARTMENT:** Manager's Office

**CONTACT INFORMATION:** Julie Eckenrode 918-7308

**INFORMATION:** Over the past nine months, a Communications Team with members from each Town department has worked together to create a draft Communications Plan. This plan focuses on the commitment to improving communications with the Town's external stakeholders and internally throughout the organization.

The plan is comprised of five goals that aim to address the overarching objectives: increasing awareness; increasing engagement; providing access; establishing transparency; and telling our story.

**FISCAL & STAFF IMPACT:** None at this time

**RECOMMENDATION:** It is recommended that the Board of Aldermen receive the presentation and provide feedback.