



REHOBOTH BEACH COMMUNICATIONS COMMITTEE

Supporting Document Packet

**MEETING:
September 26, 2014**

****DISCLAIMER****

This product is provided by the City of Rehoboth Beach government as a courtesy to the general public. Items contained within are for background purposes only and are presented “as is”. Materials included are subject to additions, deletions or other changes prior to the Committee meeting for which the package is prepared. Some documents which support agenda items may not be included due to time constraints or at the discretion of the agenda sponsor.



PUBLIC NOTICE

COMMUNICATIONS COMMITTEE
Commissioners' Room
Friday, September 26, 2014; 9:00 a.m.

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Correspondence
4. Approval of Minutes – Meeting held on June 27, 2014
Meeting held on August 22, 2014
5. Correspondence
6. Old Business
 - A. Report and discussion on status of website overhaul.
 - B. Review status of Committee recommendations to City Manager including but not limited to:
 1. Implementation of a program for the City to issue “Welcome” letters:
 - a. To residential property owners – Commissioner Sharp.
 - b. To business owners – Commissioner Zellers.
 2. Seek implementation of methods to optimize communications with members of the public at meetings.
 3. Expand the Support Document Program to other commissioners, boards and committees.
 4. Expand the webpage “Ongoing Business of the Commissioners” to include reports to the Commissioners from other commissions, committees and boards.
 5. Facilitate the inclusion of “Ongoing Business” links for individual committees, commissions and boards.
 6. Expand the content of the Commissioners’ support document packet as is feasible; by example giving consideration of including Permit of Compliance submittals; committee reports, etc.
 - C. Discuss updating the Committee mission statement.
 - D. Report on Committee activities reported to the Commissioners at their workshop meeting of September 19, 2014 including but not limited to:
 1. Review and analysis of the Board of Commissioners’ Support Document Program.
 2. Recommendations to expand accessibility of commission, committee and board documents on the City website.
 3. Recommendations to optimize communication with members of the public at meetings.

- E. Discuss Committee's long term objectives.
- 7. New Business
- 8. Discuss and prioritize items to include on future agendas.
- 9. Schedule next meeting.
- 10. Committee Member Comment
- 11. Citizen Comment
- 12. Adjournment

AGENDA ITEMS MAY BE CONSIDERED OUT OF SEQUENCE

Citizen comment regarding Old Business, New Business and Committee Reports will be heard during each agenda topic after initial discussion by the Commissioners at the discretion of the chair. Speakers shall state their name and address. Comments are limited to three minutes or at the discretion of the chair. Comments on non-agenda items will be heard under "Citizen Comment".

*For additional information or special accommodations, please call (302) 227-6181 (TDD Accessible) 24-hours prior to the meeting.
 amw: 09/19/14; posted 09/19/14
 pc (via Fax) Cape Gazette, Coast Press, State News

AVAILABLE SUPPORTING DOCUMENTS FOLLOW.

6. Old Business

- B. Review status of Committee recommendations to City Manager including but not limited to:
 - 1. Implementation of a program for the City to issue "Welcome" letters:
 - a. To residential property owners – Commissioner Sharp.
 - b. To business owners – Commissioner Zellers.

DATE: February 21, 2014

VERSION: #1

AUTHORS: Commissioner Toni Sharp and Commissioner Lorraine Zellers

RE: Communications Committee Recommendation to Institute a "Welcome Letter."

THE WELCOME LETTER PROGRAM

Objective:

To provide a personalized welcome to new residential property owners and businesses creating a positive first impression of the City of Rehoboth Beach. No outreach currently exists.

Letters would be used to set a welcoming tone with new residents and businesses approved to do business in the City. Examples of information that could be shared are; who to contact, how to find out what is going on and how to do business with our City. The welcome letter program would be approved by and under the signature of the City Manager.

PROCESS FOR DISTRIBUTION:

Residents:

The recommendation is to utilize the Rehoboth Beach Main Street infrastructure that currently exists via realtor bags. Rehoboth Beach Main Street creates and distributes a “welcome” shopping bag to realtors to be given to new property owners. Rehoboth Beach Main Street is amenable to include information that the City would like to share. This distribution method would eliminate additional city staff time and postage. Items that could be included are the city newsletter, safety information, parking and bicycle guidelines, information on the city website and other relevant links that might be useful to new residents to name a few. The recommendation also includes providing unique packaging such as a special folder to house the City information. A special folder may be beneficial so it gains attention of the reader and also can be stored. Members of the Communications Committee would be utilized as volunteers to maintain information supplies and coordinate distribution with Rehoboth Beach Main Street.

Businesses:

Distribution of the welcome letters would be through city administrative office staff who are amenable to include our letter when the new business license certificate is mailed.

ANTICIPATED COSTS:

Residents:

The cost objective is to utilize processes already in place. Keeping costs minimal and manageable are of the highest priority. No new printed information would be created other than the welcome letters. All other information to be included is already being produced. Small additional quantities of existing materials would be requested. The cost of each special folder is approximately 50 cents retail. The volume of new residents annually is approximately 150.

Businesses:

As with the residents, the objective is to utilize processes already in place. Once Building & Licensing approval is received, administrative staff sends out the new business license certificate and is willing to include the welcome letter in that mailing. The letter could be copied/printed as needed. The estimate is that 8-10 new business license/certificates are mailed per month – would involve only 1 additional sheet, no additional postage.

Finalized welcome letter to new residential property owners.

<p>City of Rehoboth Beach</p>		<p>City Hall 229 Rehoboth Avenue, P.O. Box 1188 Rehoboth Beach, Delaware 19971 Telephone 302-227-4841 Fax 302-227-4840 www.cityofrehoboth.com</p>
<p>Sharon Lynn City Manager</p>		
<p>slynn@cityofrehoboth.com</p>		

Dear Friends,

Welcome to Rehoboth Beach!

On behalf of the Mayor, City Commissioners and staff of the City of Rehoboth Beach I warmly welcome you to our great city. I encourage you to explore our website to obtain information about our community, our various departments, programs and ongoing projects.

Rehoboth Beach is a welcoming, friendly community. At just one-mile square, our seaside town has all the modern amenities. It is a place where people can stroll down tree-lined streets, neighbors know one another, children play outside and a diverse community comes together to preserve the city's charm and unique character. Our beautiful beaches, our vibrant downtown and the peaceful nature of our area coupled with government professionalism and citizens' involvement make for a friendly and caring community.

Please take a few minutes to browse our website, <http://www.cityofrehoboth.com>, where you will find useful information about our facilities, parks, services and regional/local links. The website provides information organized by visitor, city government administration and city services. It also includes opportunities to review **What's Happening** or **About the City of Rehoboth Beach** or the **2014 Newsletter** just by clicking on one of the categories on the left side of the home page. In addition, you can click on the links to see what Rehoboth Beach has to offer, namely an energetic day and nightlife in a progressive year round resort.

I am pleased you have chosen to live in our wonderful community and I extend a very warm welcome to you from all of us at the City of Rehoboth Beach government offices!

Sincerely,

City Manager

Finalized welcome letter to business owners.

Date: 1/21/14

NEW BUSINESS WELCOME LETTER

DRAFT 3
AUTHOR: LORRAINE ZELLERS

Date

Dear Business Owner,

Welcome to Rehoboth Beach!

On behalf of the Mayor, City Commissioners and Staff of the City of Rehoboth Beach I want to welcome you to our great city and thank you for establishing your business here.

Rehoboth Beach is a welcoming, friendly community. At just one-mile square, our seaside town has all the modern amenities. It is a place where people can stroll down tree-lined streets, neighbors know one another, children play outside and a diverse community comes together to preserve the city's charm and unique character. Our beautiful beaches, our vibrant downtown and the peaceful nature of our area coupled with government professionalism and citizens' involvement make for a friendly and caring community.

The city's goal is to maintain our beautiful and prosperous community and keep our visitors coming back each year and we hope you will share in those goals. With that in mind, we are providing you with information that we hope you will find beneficial. Please take a few minutes to browse our website, <http://www.cityofrehoboth.com>, where you will find useful information about our facilities, parks, services and regional/local links as well as information regarding our ordinances and codes relevant to the successful transition of your business into our community. If you have any questions, see the contact information below.

For emergencies	Dial 911
Police Department	302-227-2577
Fire Department	302-227-8400
Building and Licensing	302-227-4504
City Hall Administrative Office	302-227-6181
Convention Center	302-236-1363
Parking Meter Office	302-227-6184
Post Office	302-227-8241
Public Works Office	302-227-2637
Wastewater/Sewer Department	302-227-7979
Water Department	302-227-3194

Again, I extend a warm welcome to you and am pleased that you have chosen to do business in our community. The City is here to assist you in making your business a success while maintaining the character that keeps the City of Rehoboth Beach unique.

I look forward to meeting you. In the meantime, please contact me anytime if you should have any questions or need further assistance.

Sincerely,

Sharon Lynn
City Manager

6. Old Business

B. Review status of Committee recommendations to City Manager including but not limited to:

2. Seek implementation of methods to optimize communications with members of the public at meetings.
3. Expand the Support Document Program to other commissioners, boards and committees.
4. Expand the webpage "Ongoing Business of the Commissioners" to include reports to the Commissioners from other commissions, committees and boards.
5. Facilitate the inclusion of "Ongoing Business" links for individual committees, commissions and boards.
6. Expand the content of the Commissioners' support document packet as is feasible; by example giving consideration of including Permit of Compliance submittals; committee reports, etc.

DATE: July 1, 2014

FROM: Commissioner Stan Mills, Chair, Communications Committee

TO: Sharon Lynn, City Manager

RE: Follow ups from Communications Committee meetings.

Hello Sharon,

Below are some follow up notes stemming from discussions at recent Communications Committee meetings. At some point I would like to sit and review with you.

Thank you.

-Stan

“Discuss optimizing communications with members of the public at meetings.”

“...letting the public see what the commissioners see.”

Current practices.

Before meetings:

- Support document packet available online, if compiled.
- Ongoing Business – specific topics available online.

During the meetings:

- Hard copy handouts of some documents are available.
- Some use of the projector.

Considerations going forward – some now; some for new building.

- Use a bulletin board to show the B&L Report, Permit of Compliance drawings, Board of Adjustment site plans and the same for the Planning Commission.
- Promoting use of more handouts, promoting the use of ongoing business, promoting the use of support document packets, promoting the use of PowerPoint presentations/projector.
- Having a laptop onsite with a remote.
- ~~Having a better quality projector.~~ (Already addressed!)
- Having better audio quality.
- Use of a smart board and having wi-fi for guests.
- Possibly in the future, the City Secretary would be the steward of the laptop to load the presentations, and the Commissioners would use a remote.

Out of the committee’s meeting of June 27, 2014 (several topics):

- **Consider expanding the Support Document Program to other commissions, boards and committees.**
- **Consider expanding the webpage “Ongoing Business of the Commissioners” to include reports to the Commissioners from other commissions, committees and boards.**
- **Consider inclusion of “Ongoing Business” links for individual committees, commissions and boards.**

Lastly, during the our initial evaluation of the Support Document program, I neglected to initiate discussion on **whether or not there were additional documents that could be considered for inclusion in the support packet.** Regardless, the support packet for this meeting included the

following memo from the committee to the Board of Commissioners, for which I highlighted for this communication a passage for your awareness.

Attachment to July 1 memo:

DATE: January 24, 2014
VERSION: Final ... of January 24, 2014
AUTHOR: Communications Committee
Commissioner Stan Mills, Chair,
Janet Anderson
Jimmy Horthy, III
Commissioner Toni Sharp
Commissioner Lorraine Zellers

RE: Committee issued guidelines for implementing and utilizing an Online Support Documents program to make documents which support Commissioner meeting agenda topics accessible to the public via the city web site.

Commissioners:

Attached are the guidelines which are being used to implement the Online Support Documents program and which incorporate feedback from the last Commissioners' meeting. One note: in response to a request for documents that are sent to the document administrator (Ann Womack) also to be copied to the Mayor and Commissioners, Ann Womack suggested that all documents that are desired to be included in the support document packet be sent to her only per guideline time frame and she will do her best to compile the packet within a day or two and distribute the packet to the Mayor and Commissioners, thus avoiding receipt of multiple documents by the Mayor and Commissioners. Let's try it and adjust later if needed. And of course, support documents that are not intended by the agenda sponsor to be included in the support document packet can be distributed directly to Ann and the Mayor and Commissioners as desired as is currently done.

As mentioned earlier, this program will be evaluated after a 90 day period by the Communications Committee, the IT Department supervisor and city secretary. The evaluation report will consider time commitments of the support document authors and of city staff to administer the program as well as other factors. Review criteria will include tracking:

- a. Time (in minutes) for the topic sponsor(s) to create the support documents.
- b. Time (in minutes) for city staff to receive, compile support documents into a support documents packet and post online (i.e. implement the program).
- c. Number of Commissioners' workshop and regular meeting agenda topics which:
 1. would be considered suitable for use of support documents.
 2. utilized support documents but were not made available for posting online as part of the meeting support document packet.
- d. Number of agenda topics where support documents were posted online as part of the meeting support document packet.

At a future time to be determined after the web overhaul is completed, further evaluation will be conducted by the Committee including review of frequency of accessing online support documents. After the Communications Committee completes its evaluations and reports to the Commissioners, the Board of Commissioners may choose to further evaluate the program.

GUIDELINES FOR UTILIZING AN ONLINE SUPPORT DOCUMENTS PROGRAM

January 24, 2014

1. The program applies only to Board of Commissioners' meetings, including workshop, regular and special meetings.
2. Support documents are developed by the person(s) sponsoring an agenda topic.
 - Agenda topic sponsors are encouraged to develop and provide relevant support documents whenever possible; it is not mandatory.
 - Some agenda topic sponsors or presenters may desire to have a "first shot" at making the presentation before disseminating their presentation to the public. Introductory documents may or may not be provided in advance as support documents at the discretion of the presenter.
 - Some support documents may not be ready in advance of a meeting in which case the documents would not be included in the support document packet.
 - Each support document shall utilize the document formatting policy adopted July 17, 2009, and the electronic document shall be "saved as" using a brief descriptor to sufficiently identify the document agenda topic and date, e.g. "Support Document Program Presentation v3 01-06-14" or "Merger of Lots 01-06-14."
 - A number of record categories that may serve as support documents at the discretion of the topic sponsor are:
 - Current and proposed ordinances, resolutions or other similar Board of Commissioners actions.
 - Reports, exhibits or other materials made part of presentations to the Board of Commissioners.
 - Presentations including PowerPoint presentations and digital copies of posters, plans or renderings.

During the first 90 days of implementation, restaurant applications and appeals are not contemplated to be included as support documents during this test period. The city manager is considered the "agenda topic sponsor" of certain topics including but not limited to restaurant permit of compliance applications and appeals. *(Emphasis added for communication of July 1, 2014.)*

In order to respect matters of privacy, some documents may not be included in this internet-available compilation of meeting documents.

3. To facilitate including support document(s) online, the agenda topic sponsor is to distribute their support document(s) in electronic format as a pdf to the City Secretary by 4:30 PM seven days prior to the meeting or eight days prior if the seventh day prior to a meeting is a holiday.
4. After receiving the support document(s), the City Secretary places a number on each document for referencing to the agenda (similar to what is done for resolutions and ordinances) and may rename the file for indexing within the electronic packet.
5. Electronic support material is compiled into a packet and is distributed via email to the Commissioners when completed.
6. The support packet is posted online by the City Secretary at least two days prior to the meeting.
7. The header page for the compilation of support documents shall include the following language:

City Seal
 Rehoboth Beach Board of Commissioners
 Supporting Document Packet
 Meeting of:
 Month, Day, Year
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DATE: August 27, 2014
 FROM: Commissioner Stan Mills, Chair, Communications Committee
 TO: Sharon Lynn, City Manager
 RE: **Reconfirmation and/or clarification of committee recommendations to the City Manager** referencing the July 1, 2014 memo from the Communications Committee to the City Manager.

Dear Sharon,

At the Communications Committee meeting of August 22, 2014, the committee reconfirmed its recommendations outlined in a July 1, 2014 memo to you. The objective of this motion was to

both reconfirm and to further clarify the recommendations. The committee unanimously approved the following motion:

The Communications Committee makes the following recommendations to enhance communications with the public.

- Seek implementation of methods to optimize communications with members of the public at meetings.
- Expand the Support Document Program to other commissions, boards and committees.
- Expand the webpage “Ongoing Business of the Commissioners” to include reports to the Commissioners from other commissions, committees and boards.
- Facilitate the inclusion of “Ongoing Business” links for individual committees, commissions and boards.
- Expand the content of the Commissioners’ support document packet as is feasible; by example giving consideration of including Permit of Compliance submittals; committee reports, etc.

While the committee desires expeditious and, of course, favorable consideration and implementation of the recommendations, the committee also focused on the need for addressing the recommendations for audio enhancements in the Commissioners’ Room on an expedited basis, noting that further delays including any thought of postponing until a new municipal complex is realized is unacceptable.

Please let us know if you have any questions and how we can assist in advancing these recommendations.

Respectfully,

Stan

6. Old Business

C. Discuss updating the Committee mission statement.

Draft mission statement by Commissioner Mills 11-01-07 during discussion of forming the committee.

The Communications Committee is advisory to the Board of Commissioners. The committee examines communication issues and makes recommendations on optimizing two-way communications between city government and the public through utilization of city newsletters, the city web site and the city email system.

Current information as shown of the city web site.

Communications Committee

The Communications Committee examines issues related to the communications between the City of Rehoboth Beach and its residents and property owners. **The Committee was formed to ensure that property owners are kept informed of important issues that face the City of Rehoboth Beach.** In particular, the Committee is continually working to refine the City's website as one of the main portals of communications with its residents and property owners.

The Communications Committee is advisory to the Board of Commissioners.

Membership is by appointment by the Board of Commissioners.

Eligible members include property and business owners, residents.

Terms of office are indefinite.

The Committee meets on an "as needed" basis at City Hall.

Committee members, please note that the yellow highlighted language above was deemed as not accurate by this committee some time ago but has not been corrected. The task at hand is to consider updating the mission statement. Committee input is desired. The chair authored the following:

Communications Committee

The Communications Committee ~~examines issues related to the communications between the City of Rehoboth Beach and its residents and property owners. The Committee makes recommendations on optimizing two-way communications between city government and its residents, property owners, business owners and the public through utilization of varied media sources including but not limited to city newsletters, the city web site and the city email system.~~ ~~was formed to ensure that property owners are kept informed of important issues that face the City of Rehoboth Beach.~~ In particular, the Committee is

continually working to ~~refine~~ maintain the City's website as one of the main portals of communications ~~with its residents and property owners.~~

The Communications Committee is advisory to the Board of Commissioners and city manager.

Membership is by appointment by the Board of Commissioners.

Eligible members include property and business owners, residents.

Terms of office are indefinite.

~~The~~ Committee meetings are scheduled on the fourth Friday of each month at 9:00 a.m. meets on an "as needed" basis at City Hall in the Commissioners' Room. Changes to the meeting schedule and location are noticed.