

RESOLUTION NO. 10-1961

A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA, CREATING AN AD HOC COMMUNICATIONS COMMITTEE TO STUDY CURRENT COMMUNICATION SYSTEMS AND PROPOSE IMPROVEMENTS AND REPORT BACK TO THE TOWN COMMISSION.

WHEREAS, the Town of Surfside Town Commission is interested in reviewing the current communication tools and programs and identifying opportunities for potential improvement; and

WHEREAS, the Town of Surfside Town Commission recognizes an opportunity to enhance communication with the town residents; and

WHEREAS, the Town of Surfside Town Commission would like to review opportunities to better provide information and on-line services to the town residents, including the use of social networks and related costs/benefits; and

WHEREAS, members of the Town Commission have provided the names of residents who volunteered to be a part of the Committee; and

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COMMISSION OF THE TOWN OF SURFSIDE, FLORIDA,

Section 1. Recitals. That the above and foregoing recitals are true and correct and are incorporated herein.

Section 2. Authorization. The Town Commission hereby appoints an ad hoc Communications Committee. The members of the committee are listed in Exhibit "A" attached and may be changed from time to time by vote of the Commission.

Section 3. Implementation. The Communications Committee is charged with reporting progress to the Town Commission at their regular meeting on December 14, 2010 and providing the final report and recommendations at the March, 2011 Town Commission meeting.

Section 4. Effective Date. This Resolution shall become effective immediately upon its adoption.

PASSED AND ADOPTED this 12th day of October, 2010.



Daniel Dietch, Mayor

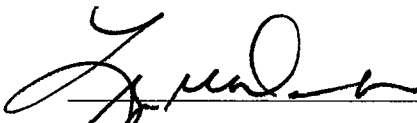
Attest:



Debra E. Eastman, MMC

Town Clerk

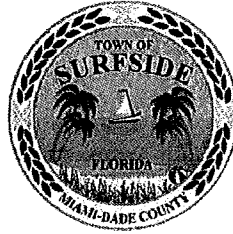
**Approved as to form and legality for the use
and benefit of the Town of Surfside only:**



Lynn M. Dannheisser

Town Attorney

Move: Commissioner Karukin Second: Vice Mayor Graubart
Comm. Karukin yes
Comm. Oichyk yes
Comm. Kupelman yes
Vice Mayor Graubart yes
Mayor Dietch yes



Town of Surfside Commission Communication

To: Communications Committee Members: Cheryl Arnold, Norma Rojas, Jeff Burros

From: Roger M. Carlton, Interim Town Manager

Date: October 12, 2010

Subject: Code Enforcement Ad Hoc Committee

Objective

To charter and support the Communications Ad-Hoc Committee to perform a review of Surfside's current communication tools and programs and identify opportunities and make recommendations to the Town Commission to improve the utilization of the existing program and proposed enhancements, including, but not limited to tools, structure, and deployment that result in more effective communication with residents.

Background

At its regular meeting in June, 2010, the Surfside Town Commission provided policy direction to the Town Manager to create a Communications Ad Hoc Committee to study and report back to the Commission on potential improvements to the Town's communication media including the website, Channel 77 television communication and telephone communication, as well as other media that would result in more efficient and effective communication with residents.

The Town Commission is charging the Communications Ad Hoc Committee with reviewing the design, function, and capacity of the Town's website, Channel 77 communication channel, and phone and other existing and proposed systems to determine improvements and recommended changes short-term and long-term. The Committee will work with Town staff to formulate the recommendations to the Town Commission for policy direction.

Consideration

Effective communication with residents is a critical success factor in establishing awareness of important Town and greater community activities. To date, Surfside has not realized the full potential of its communication media, nor has it implemented other options beyond Channel 77, the Town website and the Surfside Gazette.

The committee should grasp the current communications structure for understanding, determine what possibilities might exist for improvements, determine a cost range and resources needed should the improvements be implemented. Consideration should be given to on-line bill payment, daily or periodic Town News updates (Town news, employment opportunities, parks and recreation activities and downtown/tourism promotions), community service announcements (weather, beach conditions,

swimming water quality), interactive features, community center activities, etc. Debra Eastman, Town Clerk has been assigned to the Communication Committee and will serve as staff support.

An interim report is expected to the Town Manager and Town Commission for the December 14, 2010 Town Commission meeting. A final report and recommendations are to be made to the Town Commission at their March, 2011 meeting.

Cc: Town of Surfside Town Commission
Town of Surfside Department Directors

EXHIBIT "A"

COMMUNICATIONS AD HOC COMMITTEE

Cheryl Arnold

Norma Rojas

Jeff Burros

Randi MacBride