



## ***Special Communications Committee – Board of Representatives***

Bob Lion, Chair      Nina Sherwood, Vice Chair

# **Committee Report**

**Date:** Monday, September 24, 2018  
**Time:** 7:30 p.m.  
**Place:** Republic Caucus Room, 4<sup>th</sup> Floor Government Center, 888  
Washington Boulevard, Stamford, CT

The Communications Committee met as indicated above. In attendance were Chair Lion, Vice Chair Sherwood and Committee Member Reps. Moore, Morson, Nabel and Zelinsky. Excused were Reps. Matherne and Michelson.

Chair Lion called the meeting to order at 7:41 pm.

<b>Item No.</b>	<b>Description</b>	<b>Committee Action</b>
<sup>1</sup> 1. C30.004	REVIEW; Discuss a communications allowance to assist Board of Representatives members to communicate issue-oriented matters with constituents, and propose draft rules governing the appropriate use of said allowance. 03/06/18 – Submitted by Reps. de la Cruz, Lion, Sherwood, Michelson, Matherne, Zelinsky 03/15/18 –Held in Committee 05/02/18 –Held in Committee 05/22/18 – Held in Committee 06/27/18 – Held in Committee <b>08/23/18 – Report Made and Held by Committee</b> <b>7-0-0</b>	<b>Report Made and Held</b>

There was discussion on this item:

- There is a USPS “Every Door Direct” that would cost approximately \$320.00 per district for a mailing.
- A \$500 allowance per representative per year is a reasonable budget request to mail to each household.
- Each representative could use that money to communicate with their constituents in whatever platform they wish.
- Should the allowance be per representative or per district?
- Different representatives in the same district may have different messages.
- Previous board rules had \$750 per representative over four years though unfunded.

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<sup>1</sup> Video Time Stamp: 00:00:40 Part 1

- <sup>2</sup>2. [C30.008](#)      REVIEW; Review Information Gathered and      **Report Made**  
Preparation of Report to the Board.      **and Held**  
08/10/18 – Submitted by Rep. Lion

The Committee reviewed and discussed the draft presentation (linked above) and discussed the upcoming report that will be presented to the full Board regarding the BOR outreach:

- No one single medium can reach all constituents; there are many different options.
- BOR should expand beyond the Charter-required newspaper notices to announce public hearings.
- It is difficult to find The Advocate classifieds online; it should be easier.
- BOR has fewer outreach initiatives than many other City departments.
- Can the BOR website be more engaging?
- Should BOR be sending out press releases on a regular basis?
- BOR is not active in social media. Should there be a Twitter account, Next Door account, Facebook account?
- Who will manage all the social media accounts for BOR if created?
- Moving forward all new representative business cards should contain the website address.
- What is BOR's role in Channel 79?
- There should be an in-City support network to help representatives with outreach.
- The Committee will submit changes to the presentation to the Chair by October 15<sup>th</sup>.
- The draft is available to Committee members via Dropbox for their additions.

- <sup>3</sup>3. C30.009      REVIEW; Proposal for an Outreach Effort by the      **Report Made**  
City to Conduct a Large Scale Data Collection Drive      **and Held**  
with the Goal of Creating a Resident Contact Bank  
to Enable Elected Officials to Communicate  
with their Constituents in a More Widespread,  
Timely and Cost-Free Way.  
08/10/18 – Submitted by Reps. Sherwood,  
Matherne and Nabel

The Committee discussed this item:

- How should the data bank of email addresses be collected?
- Should the BOR spend money every one to two years for outreach to gather new/updated contact information?
- Data bank should be separated into districts.
- Can/should the BOR have access to the City's databank of residents' email addresses?
- Need to be sure constituents want their emails on a BOR list.
- If someone does not have an email, phone number should be an option.
- Who would best know how to run a city-wide campaign to create the data bank?

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<sup>2</sup> Video Time Stamp: 00:14:22 Part 1

<sup>3</sup> Video Time Stamp: 01:31:19 Part 1

Chair Lion adjourned the meeting at 9:35 pm.

Respectfully submitted,  
Bob Lion, Chair

This meeting is on video ([Part 1](#) and [Part 2](#)).