



# CITY COUNCIL MEETING

## AGENDA ITEM

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<b>Prepared By:</b> <i>Allie Polsfuss, City Administrator</i>	<b>Meeting Date:</b> <i>February 3, 2026</i>	<b>Item Name:</b> <b><i>Community Engagement</i></b>
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### **OVERVIEW**

Since my time in Breezy Point, the Council has made it clear that a high priority is enhancing communications to build public trust and increase engagement with residents.

### **Communications**

The City currently uses the following methods to connect with residents:

- City Website – Public-facing resource with improved organization and navigation.
- Social Media: Facebook & Nextdoor (2,000 followers) – Weekly updates on City news.
- Text/Email Alerts (87 subscribers) – Important alerts and time-sensitive information.
- Breezy Brief – Monthly recap of City activities, posted to social media the first Friday of each month.
- Direct Mailings – Targeted communication for specific purposes, such as budget updates or street project notices.
- City Bulletin Boards – Monthly postings of community and City information for walk-in residents.
- Press Releases – Issued as needed for important announcements or positive PR stories.

The new City financial software further supports resident engagement by:

- Providing a more user-friendly platform for permit applications and fee payments via credit card.
- Allowing messages and updates to be sent with quarterly utility bills, keeping residents informed on sewer and other City matters.

In the 2026 budget, \$10,000 was allocated to communications. Staff intends to use these funds for a quarterly (or three times per year) newsletter mailed directly to residents, with the first edition going out soon.

The Council should consider whether any changes, improvements, or additions should be made to the City's communications with residents.

### **Engagement**

Community events have been identified by several Council members as a priority. Such events are effective in fostering positive public interaction, enhancing community pride, and maintaining City visibility.

Currently, the City hosts two annual events:

- Butterfly Release Event
- Night to Unite

The Council should determine if hosting a community event is a priority. If so, staff will begin brainstorming viable ideas for future discussion and potential inclusion in the 2027 budget.