
Public Spaces and Cultural Heritage Board

DEPARTMENT: Communications

FROM: Christina Brinkman, Communications Manager

MEETING: August 11, 2026

SUBJECT:

Receive a presentation and provide feedback and recommendations regarding the City's communication and resident engagement efforts. (*Staff Contact: Christina Brinkman, Communications Manager*)

STRATEGIC PRIORITY AND GOAL(S):

Strategic Priority	Strategic Goal
 High Performing City Organization Providing Exceptional, People Focused Services	1.2 Deliver high-quality service and communications to external and internal customers

SUMMARY:

The Communications Division will provide an overview of its role in supporting citywide communications and resident engagement. The presentation explains how the City informs residents through channels such as the website, social media, news releases, video, publications and emergency communications; involves residents through community events, citizen academies, volunteer opportunities and public engagement; listens through public meetings, surveys, BTX 311, boards and commissions and other feedback channels; and continuously improves communications by identifying opportunities to better serve residents.

As community and Board members, attendees are invited to provide recommendations on communication gaps, audiences the City may be missing, new opportunities to connect with residents, potential community partnerships or trusted voices, and other suggestions to strengthen the City's communication efforts. This feedback will help inform future communications strategies. This aligns with the presentation's "Improve" section, which specifically asks for recommendations in those areas.

RECOMMENDATION:

Receive the presentation and provide feedback and recommendations to staff.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

None.

REFERENCE:

None.

FISCAL IMPACT:

None.

STAFF CONTACT:

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