



Meeting Name: Town Council Meeting
Meeting Date: August 26, 2025
Prepared By: John Callaghan, Vice Mayor
Item Title: Discussion on Town Communications

DISCUSSION:

It's time to assess how well our town is presently carrying out its communication responsibilities, to decide if improvements should be made, and how to make them.

There are two main kinds of town communications to consider. Florida Statutes, the Town Charter and various ordinances mandate a limited number of official communications including notices of Town Council and Planning & Zoning meetings, public hearings, etc. Our Town Clerk's Job Description describes how he or she is to perform some of these tasks, including "Prepares, types, and publishes adopted ordinances, resolutions, commendations and legal notices required by law or ordinance". Other legal communication requirements are handled by our Town Manager either directly or by delegation to the appropriate town personnel.

The other types of town communications are many and varied and not necessarily required by law. They mainly exist to help carry out Council policies and Staff job responsibilities. They include our Website, YouTube Channel, Weekly Activity Report, Town emails, and Town Quarterly Newsletters.

Here's some examples of communications from other municipalities:

[City of Pahokee, Florida](#) - Pahokee, FL Facebook page (Population 5528)

[Town of Lake Clarke Shores](#) – Lake Clarke Shores, FL Instagram profile (population 3564)

[Town of Ocean Ridge](#) – Ocean Ridge, FL Nextdoor page (population 1830)

["Ask Your City Government"](#) - Page, Arizona website feature (Population 7230)

[Village Spotlights](#) – Scarsdale, NY website feature (population 18,036)

RECOMMENDATION:

After Public Comments I believe our discussion this evening should start with each Council Member and the Town Manager taking **2 to 3 minutes** to state their overall opinion on **how well** WE (as a group including Council, Staff, Town Manager, Town Attorney, and the various subcontractors and consultants that work under our direction) are performing, and generally indicating **what improvements** should be made.

When evaluating our current communications, we may want to consider what exactly we should be communicating, and to whom. Only town government business? General news about businesses, non-profits, or volunteer groups in town? What audience should we be reaching – residents, property owners, business owners, visitors, the public?

Then our discussion should shift first to clarifying which existing communication areas we agree are OK as they, and **which ones need changes**. For example, should we start using additional Social Media accounts like Facebook, Instagram, Nextdoor, X (Twitter), Bluesky, or TikTok?

Then let's try to agree on **what** those changes should be, and **how to achieve them**. If we all stay on topic, we should be able to wrap up our discussion and action plans within 30 or 40 minutes, not counting the time for Public Comments.

Of course, that will leave plenty that we don't agree on, so we'll have to save those for another day!