

FORMAL PROPOSAL

Establishment of the City of Jonesboro Newsletter Committee

Presented for Consideration at the March 2, 2026 City Council Meeting

Presented by: Councilwoman Santia Fox

I. Purpose of the Proposal

The purpose of this proposal is to formally establish a **City of Jonesboro Newsletter Committee** to support transparent, consistent, and inclusive communication between the City and its residents, businesses, and stakeholders.

The committee will assist with the planning, coordination, and review of the City's newsletter to ensure content is accurate, accessible, representative, and fiscally responsible. Establishing this committee will help **reduce the workload on City staff, increase community engagement, and ensure that newsletter funds are used efficiently and intentionally.**

II. Background and Need

Clear and consistent communication is essential to building public trust and ensuring residents remain informed about City operations, initiatives, and decisions. While the City has expressed interest in providing regular newsletters to residents, questions remain regarding content development, distribution methods, and associated costs.

Creating a Newsletter Committee provides a structured, collaborative approach that:

- Supports staff capacity
 - Increases resident and business involvement
 - Provides accountability and oversight for newsletter funding
 - Ensures diverse community perspectives are represented
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III. Committee Structure and Membership

The Newsletter Committee shall consist of **five (5) members**, structured to balance representation and efficiency.

Required Membership

- **One (1) City Council member** (mandatory)

Additional Membership (not to exceed four members)

- **One (1) representative from the Downtown Development Authority (DDA)**
- **One (1) City staff member** (recommended but not required)
- **City residents**
- **Local business owners or community stakeholders**

This structure ensures representation from residents, businesses, City leadership, and partner entities without expanding the committee beyond a manageable size.

IV. Roles and Responsibilities

The Newsletter Committee shall serve in an **advisory capacity only** and shall not have independent spending or decision-making authority.

Responsibilities include:

- Assisting with newsletter planning and content development
 - Reviewing draft newsletters for clarity, accuracy, and inclusiveness
 - Ensuring content reflects community priorities and interests
 - Supporting consistency in City messaging
 - Recommending cost-effective distribution methods (print, digital, utility bill inserts)
 - Providing input to align newsletter funding with actual publication and distribution costs
 - Collaborating with City staff to meet publication timelines
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V. Meetings

- Meetings will be held as needed to support newsletter publication schedules
 - Meetings may be conducted in person or virtually
 - All meetings will comply with applicable open meetings and transparency laws
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VI. Fiscal Impact

The Newsletter Committee will not require additional funding to operate. Members will serve on a voluntary basis.

The committee's role directly supports responsible use of existing and proposed newsletter funding by:

- Providing oversight and accountability
 - Supporting efficient distribution strategies
 - Helping justify newsletter budget allocations based on actual costs
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VII. Benefits to the City

Establishing the Newsletter Committee will:

- Improve transparency and public trust
 - Reduce staff workload
 - Increase community engagement and participation
 - Ensure equitable representation of residents and businesses
 - Strengthen consistency and quality of City communications
 - Support fiscally responsible use of newsletter funds
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VIII. Recommendation and Requested Action

It is respectfully recommended that the Mayor and City Council:

1. **Approve the establishment of the City of Jonesboro Newsletter Committee** as outlined in this proposal; and
 2. **Direct City staff to assist with the implementation** and coordination of committee activities.
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IX. Conclusion

The City of Jonesboro Newsletter Committee provides a collaborative, cost-conscious, and community-centered approach to municipal communication. Approval of this proposal will strengthen the City's ability to keep residents informed while ensuring accountability, efficiency, and inclusiveness.

Respectfully submitted,

Santia Fox
City Councilwoman
City of Jonesboro, Georgia