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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>CITY OF JONESBORO, GEORGIA COUNCIL</b><br><b>Agenda Item Summary</b>                             | <b>COUNCIL MEETING DATE:</b><br>07/06/26 Work Session |
| <b>Requesting Agency (Initiator):</b><br>Councilwoman Santia Fox                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                     | <b>Sponsor(s):</b><br>Councilwoman Santia Fox         |
| <b>Item Title:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Council to consider creating a Dedicated Communications and Public Engagement Coordinator Position. |                                                       |
| <b>Requested Action:</b><br>Approve directing the City Manager to prepare and present a proposal for the creation of a Communications and Public Engagement Coordinator position, including a job description, budget impact, and implementation plan, for Council consideration at a future meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                     |                                                       |
| <b>Requirement for Board Action:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                     |                                                       |
| <b>Is this Item Goal Related? Yes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                     |                                                       |
| <b>Summary and Background:</b><br><br>Currently, communication responsibilities are distributed among multiple departments, which can result in delayed messaging, and limited capacity for proactive public engagement. Establishing a dedicated Communications and Public Engagement Coordinator position would provide centralized oversight of the City's communications and ensure that information is shared in a professional, timely, and accessible manner.<br><br>The position could be responsible for managing the City's website, social media platforms, newsletters, press releases, public information campaigns, media relations, and community outreach initiatives. Additionally, the coordinator could support city events, promote public participation, assist with emergency communications, and help ensure compliance with public records and communication standards. |                                                                                                     |                                                       |
| <b>Fiscal Impact:</b> Yes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                     |                                                       |
| <b>Exhibits Attached:</b> No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                     |                                                       |
| <b>Staff Recommendation:</b> (Type name, Title, Agency and Phone number.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                     |                                                       |

| <b>FOLLOW-UP APPROVAL ACTION (Completed by City Clerk)</b> |                            |  |
|------------------------------------------------------------|----------------------------|--|
| <b>Typed Name and Title</b>                                | <b>Date</b>                |  |
| <b>Signature</b>                                           | <b>City Clerk's Office</b> |  |