



MEMORANDUM

TO: Board of Commissioners
FROM: Robin I. Gomez, City Manager
DATE: January 22, 2025
RE: City Information Dissemination

Background

The City of Madeira Beach provides a considerable amount of City services information through various forms mainly in digital/electronic formats/methods.

Discussion

The City disseminates information in the below methods, manners, mediums, and processes – most are electronic/digital through the world wide web, email, digital signage, and a few in print:

- **City web/internet site** – all events, news, updates, department-specific work such as recreation classes/public works projects/etc.
 - <https://madeirabeachfl.gov/>
 - The City Website is the hub of communication and houses site from all departments, news posts, projects, recreation programs, and other pertinent information.
 - For Important items see the alert bar on the top of the website.
 - Most of our services can be found on the top bar of the website
 - The search bar towards the top of the page is also a great resource to find information.

- **City Facebook Page** – user needs to go to Facebook
 - <https://www.facebook.com/MadeiraBeachFLA/>
 - User will need to sign up for Facebook
 - Pertinent information posted: Project updates, recreation programs, permitting information, elections, events, etc.
 - We also share others posts from: Pinellas County, Pinellas County Sherriff's Office, Trash Pirates, Trash Turtles, Other Pinellas County Organizations
 - We try to post 3-4 times a day
 - More when there is a weather event

- **Email/Constant Contact** - requires sign-up

- <https://madeirabeachfl.gov/subscribe-for-updates/>
 - Pertinent information posted: Project updates, recreation programs, permitting information, elections, events, etc.
 - We have several categories to choose from:
 - City Manager Report, Residents, General Interest, Senior Program, Events, Hurricane Preparedness
 - Sign Up for BOC Meeting notifications:
 - <https://madeirabeach-fl.municodemeetings.com/newsletter/subscriptions>
- **City You Tube Channel** – watch live and recorded Commission and various other meetings from the present back to 2013/14 ?
 - We stream all our meeting live on Youtube via zoom.
 - Our IT Dept will then take the video and snip the dead space in the beginning and repost video to Youtube for archiving.
 - **Spectrum Cable channel 640** – watch live Commission and various other meetings
 - The City set up a free contract with Spectrum to have a government channel (640).
 - The City will stream meeting on the channel and will have a still image when a meeting is not hosted with pertinent information or the next scheduled meeting.
 - **Variable Message Boards** – mainly one on 150th Ave entering the City – we use the other 2 for special events, etc.
 - Used for special events, beach rules reminders (no dogs, no litter, pay for parking, etc.), Office Closures, Hurricane Messaging, Etc.
 - Limited in characters
 - **Digital/Electronic Sign** - 150th Ave South side in front of Marina
 - Tom R & Brian Crabtree manage sign
 - Used for Marina Info (Gas, Hours, Ship Store, Bait Etc.), City events and pertinent information with hurricanes
 - Limited space
 - **Digital/Electronic Sign** - City Hall Municipal Dr entrance/exit
 - Tom R. manages sign
 - Used for special events around town and city hall, city reminders (parking, beach rules)
 - Limited space
 - **NextDoor**
 - City of Madeira Beach Neighborhood
 - Started use in 2024

- Used for pertinent information and mirrors website post (for the most part)
 - i. Hurricane info, parking, events, office Hours/closures, projects, Etc
- **Chamber Publications**
 - On-line mostly events with some meeting notices
 - Tampa Bay Beached Chamber of Commerce annual visitor guide publication
 - The last two years we have put adds for Sea Food Fest
- **Paradise News Publication – print magazine and on-line**
 - When budget allows, we advertisement for events
 - Sometimes they will publish freelance stories about Madeira
- **Pinellas County PIO Network**
 - I send events and lately hurricane information (comfort stations, hours, facilities open)
 - City info posted on their hurricane website.
 - If there are high level job openings they will advertise through the PIO network.
- **Visit St Pete-Clearwater**
 - Advertise City Events
 - Periodically visit City for a Facebook story creating video of our area.
 - They have helped lately stating what facilities are open/closed during recovery.
- **Bulletin Boards - print**
 - Recreation manages the bulletin boards around town (prior to hurricanes, not sure what is out there now)
 - i. Winn Dixie, Dog Park, Archibald, John’s Pass Village, John’s Pass Park, City Hall
 - Mainly used for Recreation events, fitness classes other rec activities.
- **Newspapers (Beach Beacon, Gabber, Tampa Bay Times) – mostly on-line & print**
 - Mainly used for meeting advertisements and board openings, elections advertisements
- **Professional, Civic, Other Organizations** – word of mouth, sharing emails
- **City Commission & other meetings** – word of mouth, event/meeting flyers
- **City Commission & City Staff** – word of mouth, event/meeting flyers