



MEMORANDUM

TO: Board of Commissioners
FROM: Robin I. Gomez, City Manager
DATE: March 26, 2025
RE: City Information Dissemination - TEXTS

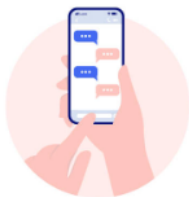
Background

The City of Madeira Beach provides a considerable amount of City services information through various forms mainly in digital/electronic formats/methods. Staff recently added the ability for residents, businesses, etc., to sign up to receive Short Message Service (SMS) texts on City emergencies, events, etc.

Discussion

In addition to the below, the City is now providing SMS text as an option to receive City information on various subjects including emergencies, events, or other short messaging announcements:

Opt In For Texting



Join The **City of Madeira Beach** SMS Marketing List

Are you looking for information on Upcoming Events and/or **City Meetings in Madeira Beach**? Join the SMS distribution list today to stay up to date on everything **Madeira Beach**.

[More info...](#)

Here is the link to opt into the SMS Texting platform: <https://lp.constantcontactpages.com/sl/PLb1dkm>



Sign up to Stay in Touch!

Sign up for occasional updates on City events, news, and more delivered straight to your device.

lp.constantcontactpages.com

Sign up to Stay in Touch!

When you sign up for our mailing list, you'll receive a special offer.

* **First name**

* **Last name**

* **Email**

By submitting this form, you are consenting to receive marketing emails, from City of Madeira Beach. You can revoke your consent to receive emails at any time by using the Safe Unsubscribe® link, found at the bottom of every email.

Text me with news & offers

* **Mobile phone number (US only)**

You agree to receive recurring automated promotional text messages, including cart reminders, from City of Madeira Beach: Consent is not a condition of purchase. Reply 'HELP' for help or 'STOP' to cancel. Message and data rates may apply. View [Terms & Privacy](#).

Sign Up

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