



MEMORANDUM

TO: VICTOR CARDENAS, CITY MANAGER
FROM: SHERYL WALSH, DIRECTOR OF COMMUNICATIONS
SUBJECT: ALL COUNCIL EMAILS FROM WEBSITE/ONE VOICE
DATE: DECEMBER 12, 2023

As we enter a new year, it's a good reminder to share our ALL Council email response protocol.

ALL Council Emails received from cityofnovi.org

Visitors to cityofnovi.org can contact City Council individually or as a group. If the visitor chooses to send the comment/suggestion/concern to the entire City Council, a disclaimer is noted that the *"feedback will also be sent to the Community Relations Office."*

To ensure timely response and decrease replication of efforts a procedure was developed whereby those emails requesting feedback will be coordinated through the Community Relations Office. The emails will be categorized as one of the following and responded to as described below:

- **Those requiring departmental data/support (for instance, what are the requirements for snow removal and clearing of sidewalks)** – Community Relations will respond to ALL City Council members that a response from City staff is forthcoming and will forward the request to the appropriate Department head for follow up with the community member. Community Relations will be cc'd on any department response and then will forward the response to ALL City Council Members to ensure they are informed of the follow-up.
- **Those that requires personal attention from the Council Members (for instance, requesting attendance at a non-City event)** – Community Relations staff will respond to ALL City Council members that the visitor was requesting personal feedback from the members and NO response is forthcoming from City administration.

The City Manager will be included as a cc on all correspondence between Community Relations staff and the City Council.

One voice

Following a Mayor's/Leader's Exchange a few years back, we were reminded of the importance of one unified message for City communications. The City's Community Relations team is responsible for the City's brand and messaging, including the website, Studio No.VI, all publications, e-newsletters, media relations and social media. **One unified voice is essential for communications and media management.**

If you have any questions, please let me know.