
CITY OF PORT LAVACA

COUNCIL MEETING: DECEMBER 12, 2022

DATE: 12.06.2022

TO: HONORABLE MAYOR AND CITY COUNCIL MEMBERS

FROM: JODY WEAVER, INTERIM CITY MANAGER

SUBJECT: Revised Services Agreement with the Chamber of Commerce – FY 2023

BACKGROUND:

For the last year of the 3-year agreement with the Chamber of Commerce, I would like to propose the following additions/changes:

- Provide a description of the make-up of the Events Committee as follows:
 - Events Coordinator - Chair
 - City Finance Director – Vice Chair
 - Chamber of Commerce Representative
 - Local Hotel/Motel Representative – City of Port Lavaca at Large
 - Commercial Business Representative – City of Port Lavaca at Large
 - Commercial Business Representative – Main Street
- Event Manager will assist in the coordination between the City staff/resources and other entities, for events where the City has agreed to participate such as Main Street, Inc. events and Juneteenth celebration.
- In the list of events, add “Movies in the Park” and “Monster Mile Mash”
- In addition to “Events Management” and “Marketing,” add a third category “Communications for an additional \$15,000.” The agreement will terminate on September 30, 2023 before which time we will evaluate and decide whether to continue with these services and if so, at what level of compensation.

At the TML conference, both this year and last year, there was much focus put on communication with our citizens. Strong communication in local government creates trust from its citizens, and thereby can inspire people to become involved in their communities and improve quality of life. Effective communication makes residents feel valued, cared for, and heard, and provides a better work environment for City employees, as it creates more transparency and openness related to what we do each day and why.

Currently, we are working toward providing such communication, but to assure quality, creative, and accurate information is shared in such a way that people will be receptive to the message, we need a focal point for our communication efforts. I have begun such efforts, making sure that I am authorized on each department Facebook page and monitor them all regularly, but I need somebody besides myself to take this on for more consistent focus on communications.

Many cities have hired a communications director in recent years thriving cities like Victoria, Portland, Pflugerville, Rockport, Buda. I realize we are not to the point we could afford a full-time director of communications, but I have talked with Tania, and she would be very interested in taking on this role along with her leadership role in the Events Management and Marketing.

In addition to the communication elements, I have mentioned above, Tania would also lead Communications efforts during a time of emergency or crisis.

The proposed plan would be that she and I would meet weekly to keep her informed of activities and discuss strategies to communicate effectively with the public.

It is important to note that although social media is a large part of our communication strategy, it is not the only one. Communication involves media in general (tv, radio, newspaper), newsletters and the website. Tania will not take over maintenance of the website, but would work closely with Joe Sliva, who does that, to keep things updated.

ATTACHMENTS:

- **FY-2023 SERVICES AGREEMENT WITH THE PORT LAVACA CHAMBER OF COMMERCE FOR EVENT MANAGEMENT, MARKETING, AND COMMUNICATIONS SERVICES.**