

**CITY OF WESTWOOD, KANSAS
RESOLUTION NO. 137-2024**

A RESOLUTION OF THE CITY OF WESTWOOD, KANSAS, ADOPTING A STRATEGIC COMMUNICATIONS PLAN.

WHEREAS, the City of Westwood was recognized in 2024 for being a Gold level Community for All Ages by the Mid-America Regional Council following a 2023 City resident task force's assessment of the community and resulting recommendation from that resident task force that the City be more strategic in its communications to residents;

WHEREAS, the Governing Body of the City of Westwood underwent strategic planning over the course of 2024 to develop and deploy a statistically-valid survey tool to every Westwood address, held a strategic planning Governing Body retreat and several Governing Body work sessions, and which also included input and collaboration from a professional consultant and facilitator, the City Administrator, and the city department heads resulting in the development of Governing Body goals, including goals related to communications;

WHEREAS, one of the Governing Body's goals and objectives was in alignment with the Communities for All Ages task force recommendation to establish more consistent community outreach and engagement efforts in the form of a Strategic Communications Plan and its implementation;

WHEREAS, to assist with development of the Strategic Communications Plan, the City Administrator engaged the services of Gather Media, a consulting firm specializing in communications, marketing and outreach focused on the needs of government agencies;

WHEREAS, the Governing Body's strategic focus also provides a clear message to City staff as to what the Council aims to accomplish in the upcoming three-year period;

WHEREAS, this plan provides valuable direction for objectives, key messages, strategies and tactics for City staff to deploy; and,

WHEREAS, the plan is a living document, meant to guide our work, and is both actionable and aspirational, in order to meet our immediate and long-term goals to optimize strategies on an ongoing basis to ensure the community is receiving the information it needs to work together with the City, and ultimately, fulfill the vision set out in the 2024 Governing Body Strategic Plan.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF WESTWOOD, KANSAS:

SECTION 1. The City Council does hereby adopt the attached Strategic Communications Plan.

SECTION 2. City staff shall begin deploying the Strategic Communications Plan in 2025.

SECTION 3. The Resolution shall take effect upon its approval by the City Council.

ADOPTED by the Governing Body of the City of Westwood, Kansas, this 12th day of December, 2024.

David E. Waters, Mayor

ATTEST:

Abby Schneweis, City Clerk

APPROVED AS TO FORM AND LEGALITY

Ryan B. Denk, City Attorney