



Town of Miami Lakes Memorandum

To: Honorable Mayor & Councilmembers

From: Honorable Councilmember Marilyn Ruano

Subject: Enhancement of Communication Methods between Town And Residents

Date: December 10, 2019

Recommendation:

For some time now we have been discussing alternate ways to communicate with the residents. We have revamped our website, created the interactive Imagine 2025 site, we live stream meetings, allow for pre-recorded and live public comments, use various social media platforms to promote town events and economic development within the Town of Miami Lakes and much, much more. However, we still fall short on reaching our audience for some of the more important meetings.

In the past we have selectively promoted certain events more than others as well as not promoted some meetings at all. I continuously receive phone calls about town related events or meetings that residents are not informed about. I understand that we have been properly noticing our meetings but proper does not always equal effective. We have made great strides with respect to social media strategies for events but we can certainly do better with respect to workshops and meetings. We must reach our residents to inform them of meetings that majorly affect their quality of life.

I would like to direct the manager to work with our communications department to come up with strategies to fill this communication gap. I would like for them to come back in January 2020 to present their plan.

Fiscal Impact: Minimal
Guiding Principles: 2, 3, 4, 6, 14
Objectives: 3, 5, 6