

## CITY OF COCONUT CREEK BOARD GUIDELINES

**BOARD:** COMMUNITY OUTREACH ADVISORY BOARD

**MISSION:** To serve in an advisory capacity to the Community Relations Division in matters relating to public relations, social media, video production, marketing, and branding.

**RESPONSIBILITIES:**

1. Conceptualize and bring forth story ideas for CreekTV.
2. Advise on new technologies and processes for website enhancement.
3. Serve as street monitors to advise on damaged City signage.
4. Recommend innovative ideas for social media platforms.
5. Advise on methods to promote local businesses.

**EXPECTATIONS:**

1. Proactively promote the City of Coconut Creek and encourage community support.
2. Provide expert counsel to staff as appropriate.
3. Monitor promotional outlets for quality and accuracy.
4. Contribute ideas for promotional improvement.

**MEETING SCHEDULE:**

1. The Community Outreach Board meets bi-annually: TBD by Board
2. All meetings shall be open to the public and held in accordance with state law governing public meetings.

**RESOURCES:**

1. *City of Coconut Creek's website:* [www.coconutcreek.net](http://www.coconutcreek.net)
2. *Facebook:* [www.facebook.com/coconutcreekgov](http://www.facebook.com/coconutcreekgov)
3. *Twitter:* [www.twitter.com/coconutcreekgov](http://www.twitter.com/coconutcreekgov)
4. *Instagram:* [www.instagram.com/coconutcreekgov](http://www.instagram.com/coconutcreekgov)
5. *LinkedIn:* [www.linkedin.com/coconutcreek](http://www.linkedin.com/coconutcreek)
6. *YouTube:* [www.youtube.com/creektv](http://www.youtube.com/creektv)
7. *Nextdoor:* (search City of Coconut Creek)

**BOARD LIAISON:**

Yvonne Lopez, Community Relations Director  
[ylopez@coconutcreek.net](mailto:ylopez@coconutcreek.net)  
954-973-6722

### **BOARD MEMBER COMMUNICATION:**

- To adhere to public records laws and record retention requirements, please limit Board correspondence outside of meetings to email communication.
- When communicating with anyone outside City staff regarding Board business, forward any such communications (received or sent) to the City Clerk at [publicrecords@coconutcreek.net](mailto:publicrecords@coconutcreek.net) with "For Public Record" in the subject line.
- If you have some interest in or relationship with anything on the upcoming Board agenda, email the legal department at [cityattorney@coconutcreek.net](mailto:cityattorney@coconutcreek.net) or call 954-973-6797. If, after consultation with the legal department, it is determined you have a voting conflict, you must file the appropriate disclosure/conflict of interest form as directed by staff.

### **BOARD MEMBER RESPONSIBILITIES:**

1. Attend meetings regularly.
2. Review the meeting agenda and any backup materials provided in advance of each Board meeting.
3. To best contribute to the discussions, review the information provided, and be prepared with questions and relevant discussion points.
4. Focus on the needs and betterment of the City of Coconut Creek as a whole.
5. Adhere to the Florida Sunshine Law, Public Records Act, Ethics Rules, and Parliamentary Procedures.

### **BOARD CHAIR RESPONSIBILITIES:**

- Understand and have a working knowledge of parliamentary procedures.
- Start and end the meeting on time.
- Follow the published agenda.
- Introduce each agenda item and facilitate discussion.
- Stay on topic.
- Bring items to a conclusion.

### **SAMPLE AGENDA:**

1. Call meeting to order
2. Call the roll
3. Public comment
4. Approval of minutes
5. Agenda items
6. Communications and report
8. Set date of next meeting
9. Meeting adjournment