

1 CITY OF SANTA FE, NEW MEXICO

2 RESOLUTION NO. 2016-74

3 INTRODUCED BY:

4
5 Councilor Carmichael A. Dominguez

6 Councilor Peter N. Ives

7 Councilor Joseph M. Maestas

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10 A RESOLUTION

11 DIRECTING CITY MANAGER TO DEVELOP WRITTEN POLICIES FOR
12 COMMUNICATIONS, MEDIA RELATIONS, AND MULTIMEDIA STAFF; DIRECTING
13 THE CITY MANAGER TO DEVELOP A COMMUNICATIONS PLAN; AND REPORTING
14 BACK TO THE GOVERNING BODY WITHIN 60 DAYS.

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16 WHEREAS, the city of Santa Fe wishes to make city government as open and transparent as
17 possible and to keep the public well-informed about the workings of government; and

18 WHEREAS, it employees a number of methods to keep the public informed, including press
19 releases and other written materials, press conferences, social media and web page postings,
20 broadcast programs, and public service announcements; and

21 WHEREAS, it also wants to inform the public about other events and issues in the
22 community; and

23 WHEREAS, in order to do so, the communications, media relations, and multimedia staff
24 work with elected officials, other city staff members, the public, and the outside media; and

25 WHEREAS, there is sometimes confusion about how communications, media relations and

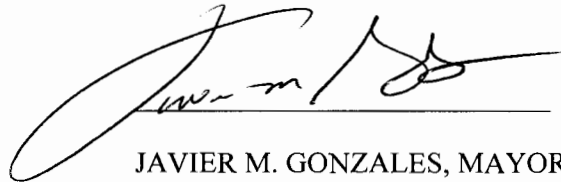
1 multimedia staff works, what they can publicize, and how they decide what information is publicly
2 disseminated.

3 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
4 **CITY OF SANTA FE** that the communications, media relations, and multimedia staff develop
5 written policies specifying how elected officials, city staff, and members of the public can access city
6 communication services to keep the public informed about the workings of city hall, including
7 information about how requests for assistance will be prioritized.

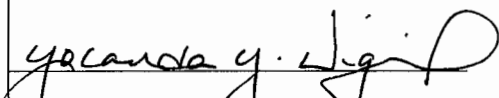
8 **BE IT FURTHER RESOLVED**, that the communications, media relations and multimedia
9 staff develop a communications plan that addresses the needs of all segments of the city of Santa Fe.

10 **BE IT FURTHER RESOLVED** that staff shall present the policies and communications
11 plan to the governing body within 60 days of the adoption of this resolution.

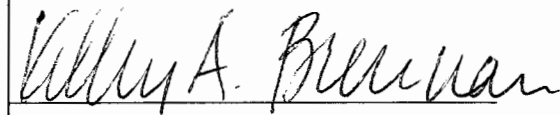
12 PASSED, APPROVED AND ADOPTED this 28th day of September, 2016.

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15 JAVIER M. GONZALES, MAYOR

16 ATTEST:

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18 
19 YOLANDA Y. VIGIL, CITY CLERK

20 APPROVED AS TO FORM:

21 
22
23 KELLEY A. BRENNAN, CITY ATTORNEY

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25 M/Legislation/Resolutions 2016/2016-74 Communications Plan