

1 **Communications Subcommittee Meeting was held on Friday October 8, 2021 at 12:04 p.m.,**  
2 **Rabbi Joshua Heller, Chair, presiding.**

3  
4 **I. Call to Order**

5  
6 **Subcommittee Chair Joshua Heller** called the meeting to order at **12:04 p.m.**

7  
8 **II. Roll Call**

9  
10 **Members present:** Joshua Heller, Jim Bostic, Raquel Gonzalez and Nicole Morris.

11  
12 **Guests:** Jason Fornicola, City of Sandy Springs Communications Director

13  
14 **Members Absent:** Olivia Rocamora

15  
16 **III. Approval of Meeting Minutes-** August 26, 2021 Communications Subcommittee  
17 Meeting

18  
19 The August 26, 2021 Communications Subcommittee Meeting Minutes were not approved at the  
20 October 8, 2021 Diversity and Inclusion Task Force Communications Subcommittee Meeting.

21  
22 **IV. Unfinished Business**

23  
24 A. Continued Discussion from the August 26, 2021 Meeting

25  
26 **Joshua Heller, Communications Subcommittee Chair** provided a report on behalf Member  
27 Olivia Rocamora, who identified a number of LatinX-servicing community organizations that are  
28 potentially strong partners for the City. This will be reported at a future meeting.

29  
30 **V. New Business**

31  
32 A. City Communications Initiatives

33  
34 **Member Nicole Morris** stated she found one possible organization that predominately serves  
35 the African American community in the Sandy Springs/Dunwoody area. There is an organization  
36 that she is familiar with that is African American owned called “Healthy Youth” that offers  
37 camps and after school care.

38  
39 **Joshua Heller, Communications Subcommittee Chair** stated whatever we came up with is  
40 more than we had. In regards to the City’s’ paper of record, we want to see what resources are  
41 available to get the information out to the public. Many of us now days rely on cell phones and  
42 computers to relay information.

43  
44 **Chair Jim Bostic** stated hand print media is important because it is easy for people to use their  
45 phones to view text messages, email and getting the news. Newspapers are not often delivered to

46 homes any more. Another way of communication would be to drop off at different complex  
47 areas.

48  
49 **Subcommittee Chair Heller** stated he would like to consider this closed and would like to make  
50 a recommendation that the City ask Sandy Springs publications to help in dropping off the  
51 papers to distribute.

52  
53 **Member Morris** stated that it would not be sufficient to dump publications off, but instead  
54 speak and arrange with staff to make sure this is ok. We are trying to reach people and not make  
55 it a trash burden to get the word out to people. Otherwise it would not be very efficient.

56  
57 **Subcommittee Chair Heller** shared a proposal to install digital kiosks with City information in  
58 high traffic areas throughout the community. It would be great to have key information translated  
59 to Spanish too.

60  
61 **Jason Fornicola, City of Sandy Springs Communications Director** stated a concern is who  
62 will own the kiosk and who will service and maintain them? These questions will all need to be  
63 considered in making decisions.

64  
65 **Subcommittee Chair Heller** asked how do we capture an audience with digital displays. Can  
66 we look into the cost of advertisement on current kiosks or on Marta? What is the most cost  
67 effective way and the best way to accomplish the goal?

68  
69 **Director Fornicola** stated in his experience with digital boards, is that advertising companies  
70 own similar display boards. We could contact the advertising company to look into the cost and  
71 go from there.

72  
73 **Subcommittee Chair Heller** stated another discussion is the topic of metrics and measures, to  
74 measure success. There are a lot of ways to measure engagement and effectiveness of the  
75 communications.

76  
77 **Member Morris** stated if we are measuring something it should be against our goals and  
78 charges. A question is other than print media, what are the other channels that the City is  
79 currently using to communicate with residents.

80  
81 **Director Fornicola** explained the City uses a variety of channels, such as print, online presence,  
82 social media presence, and newsletters. We want to meet people where they are and how they  
83 consume information. There are also press release to deliver information along with flyers that  
84 the City distributes.

85  
86 **Member Morris** there is some content that the City pushes out and others that is delivered to the  
87 reader. The ask is to not create more places to push information, but rather is the City delivering

88 its content to all the population groups in the city. If we measure an improvement on that, then  
89 what is the score today?

90  
91 **Chair Bostic** stated the website is too complicated and too hard to find.

92  
93 **Director Fornicola** stated it depends what are those things that may require to take action, and  
94 require and alert.

95  
96 **Chair Bostic** stated where are the actions of the City Council meeting noted?

97  
98 **Director Fornicola** stated the meetings are recorded, the minutes are posted, and press releases  
99 are often issued from the meeting which are shared with a media list and on the City's website.

100  
101 **Member Raquel Gonzalez** stated many of the information shared by the City is opt-in if you  
102 would like to be notified. For example, on the City's CivicClerk has published meeting videos,  
103 agendas and minutes. You can opt-in to receive emails once anything is published on CivicClerk.  
104 There are digital display boards on the City Hall campus where this information is posted.

105  
106 **Member Morris** stated it will vary. Homeowners may have different areas of interests than  
107 people who are leasing or thinking to buy. The Subcommittee may recommend a campaign to  
108 make people more aware of the types of decisions that are being made and where they can get  
109 more involved and learn about it. Maybe like and F.A.Q. marketing campaign? Can we measure  
110 how many more people opt-in to receive alerts and notifications? So the recommendation can be  
111 to increase the City's subscriber-base and opt-in base.

112  
113 **Subcommittee Chair Heller** raised the question of how to reach out to those that are not  
114 currently connected.

115  
116 **Director Fornicola** stated some people are engaged with what goes on in the City and some are  
117 not. It really depends on what is your desired outcome, and this what you have to work towards.

118  
119 **Chair Bostic** asked is there a simple listing that shares something like the top three things that  
120 happened at a Sandy Springs City Council Meeting. This is a way to avoid all the minutia of  
121 what happened at the Council meeting.

122  
123 **Member Gonzalez** stated that a recommendation could be to provide, for example, the outcomes  
124 at City Council meetings, or other information in a different format or narrative or a more  
125 engaging piece that is easy to read.

126  
127 **Subcommittee Chair Heller** a challenge of this is determining what is most important to  
128 different people.

129  
130 B. Communities with Communication Barriers

131  
132 Communities with Communication Barriers was not discussed at the October 8, 2021 Diversity  
133 and Inclusion Task Force Communications Subcommittee Meeting.

134  
135 C. Other New Business and Next Steps

136  
137 **Joshua Heller, Communications Subcommittee Chair** advised an issue that will be discussed  
138 at the next meeting will be what barriers to communication exists for people with different  
139 abilities, such as sight and hearing. As well as how do we define diversity? Meaning are there  
140 other language needs other than English and Spanish.

141  
142 **VI. Adjournment**

143  
144 The meeting adjourned at **1:04 p.m.**

145  
146  
147  
148 \_\_\_\_\_  
149 Joshua Heller,  
150 Communications Subcommittee Chair  
151

\_\_\_\_\_  
Raquel D. González, Recording Secretary