



Village of Biscayne Park

Commission Agenda Report

Village Commission Meeting Date: April 7, 2015

Subject: Newsletter Policy

Prepared By: Commissioner Roxanna Ross

Sponsored By: Commission

Request for Discussion:

Consider the format and content of the Village Newsletter.

Background

Guidelines for the Village Newsletter were first formalized in Resolution 2010-20, stating, “The primary purpose of the newsletter is to carry out a program of positive information flow between the Village and the residents.” The resolution tasks the Village Manager (or her designee) as Editor in Chief and sets a policy for seasonal publications, 4 to 8 pages per issue, listing content parameters, including advertising. The advertising policy, in part allows “for free advertising for residents offering non-commercial articles or services to other residents.”

Newsletter policy was restated in Resolution 2012-34, amending the content section to provide for submissions “by the Mayor (front page) and Commission with a word count of 500 words each.” In practice, 500-word columns for the Mayor and Commission take up 4-5 pages, over half of the publication, leaving less print space for informative pieces from Village departments, let alone sufficient advertising space free or paid to cover the cost of the publication.

I propose that we examine our current practice and consider ways to make each publication a wealth of information, including Village department contacts and service details, hours of operation, featured resident or home of historic interest, remodel or upgrade ideas, upcoming events, leisure activities

April 7, 2015

Commission Agenda Report

Newsletter Policy

available at the Recreation Center, do's and don'ts for being a good neighbor, and seasonal highlights. Also consider engaging a consultant, or outsourcing production of the newsletter to boost advertising and cover the expense of production and distribution.

Another consideration may be to develop a Village List (Angie's List) of neighborhood service providers, posted online or published in an annual catalog. The upcoming Business Expo could be a starting point in developing a book of businesses/services in the community.

Fiscal / Budget Impact

No budgetary impact, but expenditure of resources -- staff time and energy to coordinate development and production.

Attachments:

- Resolution 2010-20
- Resolution 2012-34

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RESOLUTION NO. 2010-20

**A RESOLUTION OF THE VILLAGE COMMISSION
OF THE VILLAGE OF BISCAYNE PARK, FLORIDA,
STATING GUIDELINES FOR THE VILLAGE
NEWSLETTER; PROVIDING FOR AN EFFECTIVE
DATE**

WHEREAS, the Village Charter establishes the municipal government of the Village of Biscayne Park ("Village") conferring the broadest exercise of home rule powers permitted under the Constitution and laws of the State; and

WHEREAS, the Village recognizes that a communication program is essential to promote a well-informed community and the success of the Village; and

WHEREAS, the Village has regularly distributed a newsletter to each household on paper, usually on a quarterly basis; and

WHEREAS, the Village has regularly distributed a paper newsletter to each household on a quarterly basis, which has proven to be an effective way to communicate announcements and information of interest to the residents; and

WHEREAS, the sale of promotional advertisement space in the newsletter defrays the cost of producing and distributing the newsletter; and

WHEREAS, the Village Commission finds it desirable to set forth in clear and concise terms a written policy regarding specific standards, rules and practices regarding content, time of distribution, publication size and other standards regarding the Village newsletter; and

NOW THEREFORE BE IT RESOLVED BY THE COMMISSION OF THE VILLAGE OF BISCAYNE PARK, FLORIDA, THAT:

Section 1. Newsletter Purpose. The primary purpose of the newsletter is to carry out a program of positive information flow between the Village and the residents.

Section 2. Editor in Chief. The Village Manager or the Manager's designee shall serve as Editor, with primary responsibility:

- a. to prepare a regular newsletter,
- b. to solicit and contribute articles informing residents about developments and activities in the Village and surrounding communities,
- c. to solicit and contribute articles of general interests to the residents that reflect qualities and resources of the Village,
- d. to arrange for publicity for Village events, as requested,
- e. to arrange for distribution and approved notices to residents within the Village.

1 The Editor shall consult with the Village Manager and Committee Chairs in the preparation and
2 distribution of the newsletter.

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4 Section 3. Newsletter Policy.

5 a. Timing: the newsletter shall be published each season.

6 b. Size: The newsletter shall have not less than 4, nor more than 8 pages per issue.

7 c. Content:

8 (i) To be provided by the Village Manager, Department Heads, and Boards at the
9 Manager's discretion.

10 (ii) Priority will be given to items of significance to the majority of the Village
11 residents.

12 (iii) Sources of information shall be verified, accuracy of information shall be
13 established, fact shall be distinguished from rumor.

14 (iv) Conformance the Charter, ordinances and policies of the Village.

15 (v) Advertising Policy:

16 (a.) Advertising rates:

17 1. Full Page: \$250.00

18 2. Half Page: \$150.00

19 3. Quarter Page: \$100.00

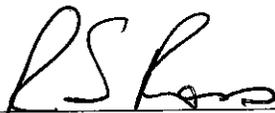
20 4. Eighth Page (business card): \$50.00

21 5. Sixteenth Page: \$30.00

22 (b.) Allow for free advertising for residents offering non-commercial articles or
23 services to other residents.

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25 Section 4. Effective Date. This Resolution shall become effective immediately upon
26 adoption hereof.

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28 PASSED AND ADOPTED this 22nd day of June, 2010.

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33 Mayor Roxanna Ross

The foregoing resolution upon being
put to vote, the vote was as follows:

Mayor Ross: Yes

Vice Mayor Cooper: No

Commissioner Anderson: Yes

Commissioner Bernard: No

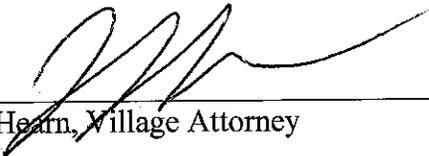
Commissioner Childress: Yes

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42 Maria Camara, Village Clerk

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Approved as to form:



John J. Hearn, Village Attorney

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RESOLUTION NO. 2012-34

**A RESOLUTION OF THE VILLAGE
COMMISSION OF THE VILLAGE OF
BISCAYNE PARK, FLORIDA, STATING
GUIDELINES FOR THE VILLAGE
NEWSLETTER; PROVIDING FOR AN
EFFECTIVE DATE**

WHEREAS, the Village recognizes that a communication program is essential to promote a well-informed community and the success of the Village; and

WHEREAS, the Village has regularly distributed a paper newsletter to each household three (3) to four (4) times per year, which has proven to be an effective way to communicate announcements and information of interest to the residents; and

WHEREAS, the Village Commission finds it desirable to set forth in clear and concise terms a written policy regarding specific standards, rules and practices regarding content, time of distribution, publication size and other standards regarding the Village newsletter; and

WHEREAS, at the Village Commission meeting of June 5, 2012, the Commission addressed the topic of whether the Mayor and Commissioners should be given the opportunity to submit an article for the newsletters.

NOW THEREFORE BE IT RESOLVED BY THE VILLAGE COMMISSION OF THE VILLAGE OF BISCAYNE PARK, FLORIDA, THAT:

Section 1. Newsletter Purpose. The primary purpose of the newsletter is to carry out a program of positive information flow between the Village and the residents.

Section 2. Editor in Chief. The Village Manager or the Manager's designee shall serve as Editor, with primary responsibility:

- a. to prepare a regular newsletter,
- b. to solicit and contribute articles informing residents about developments and activities in the Village and surrounding communities,
- c. to solicit and contribute articles of general interests to the residents that reflect qualities and resources of the Village,
- d. to arrange for publicity for Village events, as requested,
- e. to arrange for distribution and approved notices to residents within the Village.

Section 3. Newsletter Policy.

- 1 a. Timing: the newsletter shall be published each season, as budgeted.
- 2 b. Size: The newsletter shall have not less than 4, nor more than 8 pages per issue.
- 3 c. Content:
- 4 (i) To be provided by the Mayor (front page) and Commissioners (in alphabetical
- 5 order) with a word count limit of 500 words each.
- 6 (ii) Additional content to be provided by the Village Manager, Department Heads,
- 7 and Boards at the Manager's discretion.
- 8 (iii) Advertising Policy:

9 (a.) Advertising rates:

- 10 1. Full Page: \$250.00
- 11 2. Half Page: \$150.00
- 12 3. Quarter Page: \$100.00
- 13 4. Eighth Page (business card): \$50.00
- 14 5. Sixteenth Page: \$30.00

15 (b.) Allow for free advertising for residents offering non-commercial articles or

16 services to other residents.

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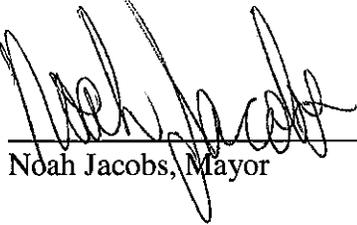
19 **Section 4. Effective Date.** This Resolution shall become effective immediately upon

20 adoption hereof.

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22 PASSED AND ADOPTED this 10th day of July, 2012.

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27 Noah Jacobs, Mayor

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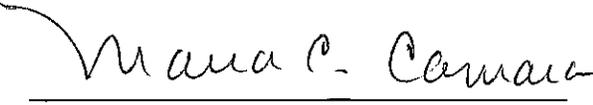
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The foregoing resolution upon being
put to vote, the vote was as follows:

Mayor Jacobs: Yes
Vice Mayor Ross: No
Commissioner Anderson: No
Commissioner Cooper: Yes
Commissioner Watts: Yes

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36 Maria Camara, Village Clerk

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38 Approved as to form:

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42 John J. Hearn, Village Attorney