



City of Culver City

Mike Balkman Council
Chambers
9770 Culver Blvd.
Culver City, CA 90232

Staff Report

File #: 20-172, **Version:** 1

Item #: A-2.

CAC - Discussion Pertaining to Public Relations and Outreach for Cultural Affairs

Meeting Date: August 20, 2019

Contact Person/Dept: B. Christine Byers / Administrative Services - Cultural Affairs

Phone Number: (310) 253-6003

Fiscal Impact: Yes ☐ No ☒

General Fund: Yes ☐ No ☐

Public Hearing: ☐

Action Item: ☒

Attachments: ☐

Public Notification: Meetings and Agendas - Cultural Affairs Commission (08/15/19)

Department Approval: Serena Wright-Black, Assistant City Manager (08/14/19)

RECOMMENDATION

Staff recommends that the Cultural Affairs Commission (CAC) consider existing publicity and outreach methods and provide comment/suggestions as appropriate.

BACKGROUND/DISCUSSION:

At the regular meeting of July 16, 2019, the CAC requested that an item be placed on an upcoming CAC meeting agenda pertaining to public relations and outreach for cultural affairs. The CAC expressed concerns over organization and content of pages on the City's website, the possibility of forming an additional ad hoc subcommittee pertaining to public relations, and possible support from the Culver City Cultural Affairs Foundation.

Staff concurs with the CAC that there are inconsistencies on the City's website with regard to location and hierarchy of various pages pertaining to Cultural Affairs and Cultural Affairs Programs. Staff is also aware that certain pages require updating in terms of content. Earlier this year, Cultural Affairs staff met with the City's Information Technology Department (IT) staff to highlight these concerns and discuss a collaborative resolution. Staff will be continuing those efforts so that there is a more visible and logical hierarchy between various web pages pertaining to Cultural Affairs. The CAC may not be aware that the current City website design was implemented only 3-4 years ago with the intent of making it easier for staff to update content on an as-needed basis which does not allow for great

flexibility with regard to the look of each page.

The City has also engaged the firm Tripepi Smith and Associated (TSA) since 2017 for ongoing communications support and since then has experienced an increase in the posting activity on City social media channels. TSA has also collaborated with City staff on the “In the News” articles on the City website and press releases. TSA team members have regularly participated in strategy sessions with City staff to review issues that have arisen, offer their expertise on how to communicate on those issues, and aid in the development of communications plans for those stories. TSA has conducted training sessions for City staff and facilitated planning sessions to elevate messaging and awareness of future story options for consideration by all City staff. With the understanding that the City of Culver City has placed a high priority on increased civic engagement, TSA has been acutely aware and helpful with implementing this goal.

FISCAL ANALYSIS:

There is no direct fiscal impact. However, staffing and preparing for subcommittee meetings does require the allocation of staff time and resources.

ATTACHMENTS:

None.

MOTION:

That the Cultural Affairs Commission:

Discuss concerns and make recommendations as appropriate.