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MEMORANDUM

TO: CRA Chair, Vice Chair and Members of the Board

FROM: Joan Oliva, Executive Director

DATE: September 2, 2014

SUBJECT: Lake Worth CRA Social Media Board Liaison

EXPLANATION

At the previous Board meeting, July 22, 2014, Commissioner Stevens requested that the Board consider appointing a Social Media Liaison for the CRA & LULA facebook and instagram pages. The social media liaisons duties would include:

- Creating posts across both the LULA LW Arts & CRA Facebook & Instagram pages
- Expanding the CRA's social media network within the community
- Responding to discussion comments
- Scheduling updates to occur naturally, not in clumps of activity
- Tracking which sites provide the most interest for the CRA & LULA

In order to be recognized as a Board liaison, a Board member must express interest on a particular project or program. The Board then chooses a member to act as the liaison for that particular issue or program. This individual works with Staff and potentially other partners, bringing back ideas and recommendations to the Board.

If the Board chooses to appoint a Board member, that member would be tasked with working with Staff to develop suggestions and recommendation for social media. The liaison must carry out policies approved by the entire board and adhere to the code of conduct in the CRA By-laws.

RECOMMENDATION

Staff recommends the Board recognize a member of the Board interested in acting as the Social Media Liaison and vote on the member they feel would be most appropriate.