

Who's Who in the Zoo: The Art of Board Communication

Report to Town of Discovery Bay
regarding

BEST PRACTICES FOR EFFECTIVE
BOARDS



Basic Community Services District Structure



BOARD OF DIRECTORS



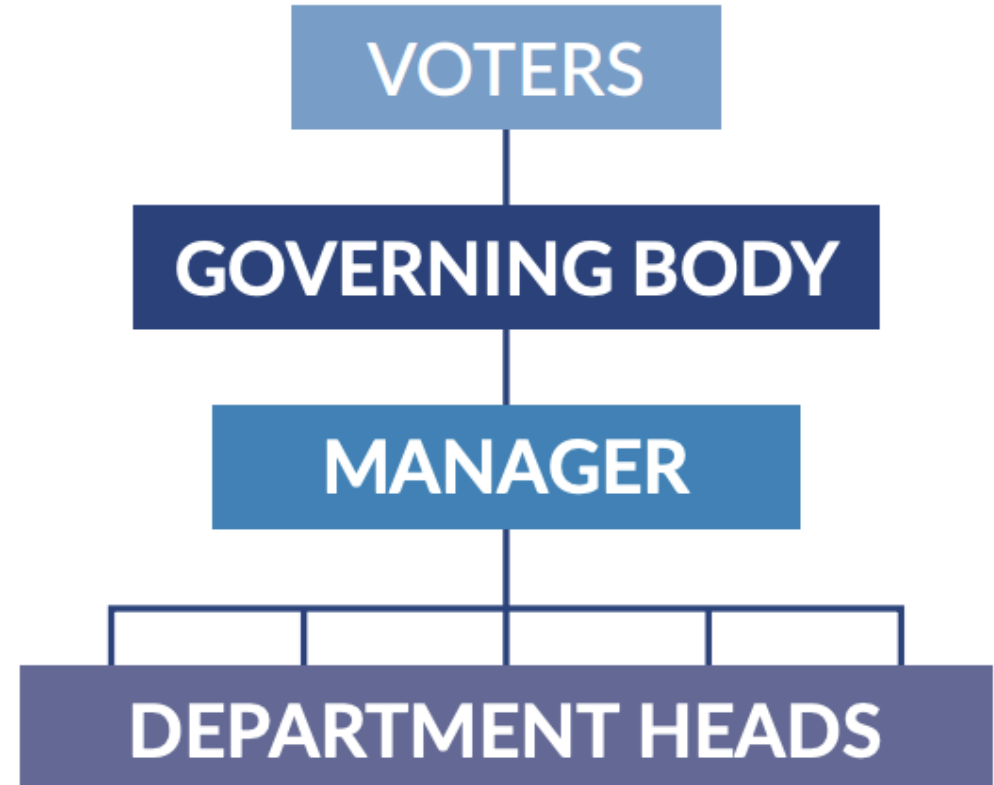
APPOINTED CHAIR AND
VICE CHAIR



APPOINTED GENERAL
MANAGER

Town Governance Overview

- Board Composition and Duties
- Chair and Vice-Chair Roles
- Board-Manager Form of Government



Role of the General Manager

- General Manager's Powers and Responsibilities
 - Appointment, dismissal, and management of Town employees
 - Budget preparation and financial oversight
 - Administrative head of the Town government



Relationship of General Manager, General Counsel, and Board of Directors

- Interaction between Key Players:
 - General Manager's interactions with Board and staff
 - General Counsel's role in legal advice and compliance
 - Maintaining checks and balances within the Town structure



Relationship Between Board of Directors and General Manager

- Effective Communication and Collaboration:
 - Understanding roles and responsibilities
 - Respecting each other's authority and decisions
 - Importance of clear and meaningful direction



Providing Clear Direction

- Board's Role in Governance
 - Setting realistic goals and priorities
 - Facilitated workshops for team building and goal setting
 - Establishing Board-directed goals process for clarity and transparency



Conducting Meaningful Evaluation

- Performance Evaluation Process
 - Importance of constructive feedback
 - Building trust and support among Town leaders
 - Identifying factors for assessment to guide General Manager's understanding





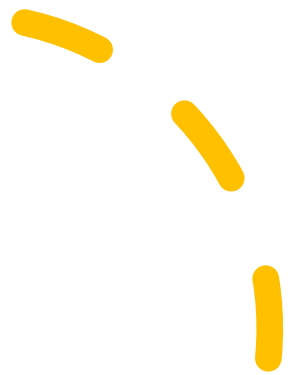
SUMMARY

- Summary of Key Points
 - Importance of understanding Town governance structure
 - Nurturing relationships for effective governance
 - Achieving goals through collaboration and evaluation

COMMUNICATION PROGRAM



- Transparency
- Accessibility
- Creativity
- Branding
- Variety
- Community Pride
- Consistency
- Support

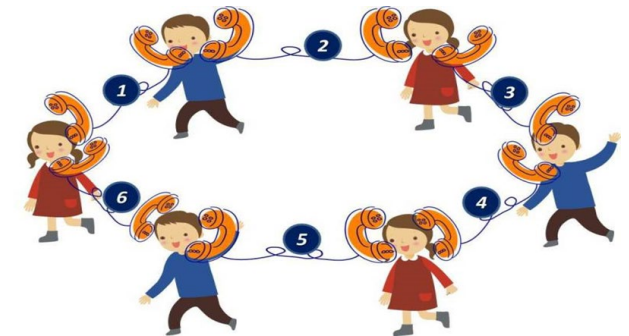
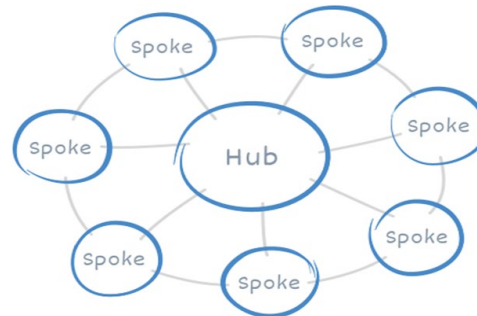


1st Amendment

- CONGRESS SHALL MAKE NO LAW RESPECTING AN ESTABLISHMENT OF RELIGION, OR PROHIBITING THE FREE EXERCISE THEREOF; OR ABRIDGING THE FREEDOM OF SPEECH, OR OF THE PRESS; OR THE RIGHT OF THE PEOPLE TO PEACABLY ASSEMBLE, AND TO PETITION THE GOVERNMENT FOR REDRESS OF GRIEVANCES



TYPES OF COMMUNICATION WE ALL USE EVERYDAY



ContentKing

SOCIAL MEDIA FOR PUBLIC OFFICIALS

1. If you want your social media account to remain “personal”, don’t use it for official purposes
2. Don’t block users or delete comments because they criticize
3. Have a plan and follow it
4. Be consistent
5. “Due Process”



SERIAL MEETINGS

- A majority of the members of a legislative body shall not, outside a meeting, use a series of communications of any kind, directly or through intermediaries, to discuss, deliberate, or take action on any item of business that is within the subject matter jurisdiction of the legislative body.

**RED FLAG
WARNING**



SOCIAL MEDIA AND THE BROWN ACT

- Fall of 2020 AB 992 established stricter criteria for social media and the Brown Act
- Consider social media interactions as you would in-person interactions



Can I post about Town Business on Social Media?

- YES, . . .
 - BUT members of a board cannot use social media to discuss among themselves “business of a specific nature that is within the subject matter jurisdiction of the legislative body.”
 - CAN use social media to communicate with public
 - CANNOT have one member post on discussions by other members
 - CANNOT weigh in with “likes” or emojis, because emojis count as discussion

Social Media Policy Practice Pointers

- Identify the social media platforms
- Establish rules for public participation
- Identify person(s) who may post on behalf of the City on official social media sites





WHAT IS THE MEANING OF DECORUM

Practice Pointers for Highly Effective Governing Bodies



THINK AND ACT STRATEGICALLY



UNDERSTAND AND DEMONSTRATE
THE ELEMENTS OF TEAMS AND
TEAMWORK



HONOR THE BOARD-STAFF
PARTNERSHIP