



NORTHWEST COUNCIL OF ELECTED OFFICIALS MEETING NOTICE

DATE: Tuesday, January 12, 2021

TIME: 12:00 Noon

HOST CITY: The City of Margate

NEW LOCATION: **Join Zoom Meeting**
Virtual Meeting <https://us02web.zoom.us/j/89226300007>
Webinar ID: 892 2630 0007
By Phone: US: 1-669-900-6833 or 1-929-205-6099

CHAIRMAN: Mayor Arlene R. Schwartz

AGENDA

CALL TO ORDER

1. APPROVAL OF MINUTES
2. OLD BUSINESS
3. NEW BUSINESS
 - A. Update on COVID-19 from City of Margate Fire Chief Roberto Lorenzo and Division Chief Luis Villar.
4. SCHEDULE OF NEXT MEETING – Monday, February 8, 2021, hosted by the City of Parkland.

ADJOURNMENT

Please RSVP by Tuesday, January 5, 2021, to cityclerk@margatefl.com with the number of representatives from your municipality who plan to attend and advise of any agenda items for the meeting.

Notice is hereby given to all interested parties that if any persons should desire to appeal any decision made at the Northwest Council of Elected Officials meeting, such person will need a record of the proceedings conducted at such meeting and for such purpose, s/he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Any person with a disability requiring auxiliary aids and services for this meeting may call the City Clerk's office at (954) 972-6454 with their request at least two (2) business days prior to the meeting date.

Per the unanimous approval of Emergency Ordinance 2020-8 on December 9, 2020, the City Commission authorized the City Manager to provide for the City Commission, members of the various Boards, Committees, Magistrate, staff, and the public to be able to attend meetings electronically during a declared public health emergency, pursuant to the City's Charter, Chapter 252, Florida Statutes, Section 4 D of Governor DeSantis' Executive Order 20-52, and the City's home rule authority, including that set forth in Article VIII, Section 2(b), Florida Constitution, and Section 166.021, Florida Statutes.

Consistent with the authority contained in the Emergency Ordinance, and in order to ensure the health, safety, and welfare of the City of Margate's residents and employees, the City of Margate finds that it is in their best interests to hold this virtual public meeting.

Therefore, the City of Margate will be holding this virtual meeting through the use of electronic communication. Members of the public are invited to join the City of Margate meeting by accessing the meeting through www.zoom.us by using Webinar ID: 892 2630 0007 or can call in via telephone by calling one of the following phone numbers: US: 1-669-900-6833 or 1-929-205-6099 and entering Webinar ID: 892 2630 0007

A copy of the Agenda for this Virtual Meeting is posted on www.MargateFL.com and on the main bulletin board outside City Hall located at 5790 Margate Blvd, Margate, FL 33063.

Any comments related to any item on the agenda can be submitted to the City of Margate via the following e-mail address: JJKAVANAGH@margatefl.com.

THROUGH THE CITY'S WEBSITE:

Go to www.margatefl.com

Go to "Agendas & Minutes" > Find the respective meeting date and click "Agenda Summary" to view the agenda items and see the Zoom meeting website address

PRIOR to the start of the meeting, email Public Comments to JJKAVANAGH@margatefl.com (all public comments that are three (3) minutes or less will be read into the record.)

ALTERNATE OPTION FOR VIEWING AND PARTICIPATING IN THE MEETING:

THROUGH ZOOM TECHNOLOGY:

Instructions for Attendees\Participants:

Topic: "Virtual Meeting – Northwest Council of Elected Officials"

Enter the following link to join the webinar: <https://us02web.zoom.us/j/89226300007>

Telephone: Dial (for higher quality, dial a number based on your current location): US: 1-669-900-6833 or 1-929-205-6099

Webinar ID: 892 2630 0007

To virtually raise hand and be acknowledged to speak:

1. Users who call in can dial *9 to raise their hand
2. If going through mobile (phone/tablet) app, to raise hand select "Participants", then see option to raise hand.
3. On the computer users should click "Participants" then see option to raise hand
4. Once you have been selected to speak, you will be prompted to unmute your device or stay muted.



NORTHWEST COUNCIL OF ELECTED OFFICIALS

Monday, December 14, 2020

The Northwest Council of Elected Officials' meeting was called to order by Coral Springs Mayor Scott Brook at 12:00 p.m. Due to the on-going state of emergency and the recommendations from all public health authorities, the City of Coral Springs sponsored a virtual gathering (Zoom online meeting interface).

Self-introductions were made around the virtual room. Those in attendance included:

COCONUT CREEK

Commissioner Sandra Welch
Commissioner Becky Tooley
Commissioner Mikkie Belvedere

CORAL SPRINGS

Mayor Scott Brook
Vice Mayor Joshua Simmons
Commissioner Nancy Metayer
Commissioner Joy Carter
City Manager Frank Babinec
Deputy City Manager Melissa Heller
Deputy City Manager Robert Curnow
City Clerk Debra Thomas
Lynne Martzall, Director,
Communications & Marketing
Luwam Ghermay, Administrative Manager

LAUDERHILL

Mayor Ken Thurston
Commissioner Melissa Dunn

MARGATE

Mayor Arlene Schwartz
Vice Mayor Antonio Arserio
Commissioner Anthony Caggiano

NORTH LAUDERDALE

Mayor Ana M. Ziade

PARKLAND

Mayor Rich Walker
Vice Mayor Bob Mayersohn
Commissioner Ken Cutler
Commissioner Jordan Isrow

LAUDERDALE LAKES

Vice Mayor Beverly Williams
Commissioner Veronica Edwards Phillips

1. Approval of November 9, 2020 Minutes from Lauderdale Lakes

Upon a motion by Mayor Ana Ziade (N. Lauderdale), second by Commissioner Sandra Welch (Coconut Creek), the meeting minutes of November 9, 2020, hosted by the City of Lauderdale Lakes were unanimously approved.

2. Presentation: Social Media Influencer Campaign for Municipal Government.

Mayor Brook introduced Lynne Martzall, Director of Communications and Marketing. The City launched its innovative strategy pilot program in October. In mid-January, when best practices and improvements are studied, the pilot program outcomes will be shared with the City Commission. Ms. Martzall's presentation explained how the strategy came to life, why it was implemented, and how it was implemented. The membership had an opportunity to ask questions. Several municipalities were very interested in starting their own program and requested a copy of Ms. Martzall's program outcomes. In

turn, City Manager Babinec hoped they would share their experiences. [The presentation file is included with this document.]

3. Old Business:

Coconut Creek's School Safety Dog®, "Taylor," will be on the School Board's agenda tomorrow. A 90-day program to enter schools will be reviewed. Commissioner Sandra Welch thanked everyone for their past support and hoped for success.

4. New Business

House Bill 15: The Florida League of Cities urged municipalities to contact their representatives and discuss House Bill 15 regarding sales and use tax (capturing marketplace seller as liable for sales tax collection and remittance).

CARES Act: The group shared their unexpected experiences of requesting and receiving funds.

COVID-19: City Manager Babinec provided an update on the vaccines arriving in the area and the possible roll-out plans. The conversation moved to ideas and a campaign for the public to continue wearing a mask and perhaps distributing masks.

5. Next meeting:

The next meeting will be sponsored by the City of Margate and typically is held the second Tuesday of the month.

There being no additional business, the meeting adjourned at 1:01 PM.

s/Debra Thomas
Coral Springs City Clerk

Attachment: Social Media Influencer Strategy for Municipal Government

Social Media Influencer Strategy for Municipal Government

December 14, 2020



Citizen Engagement

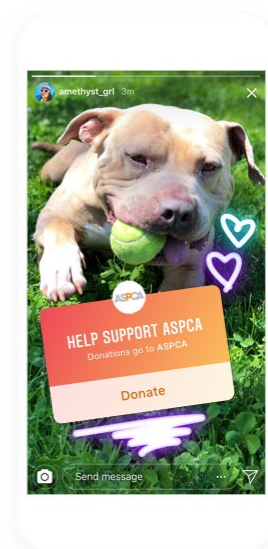
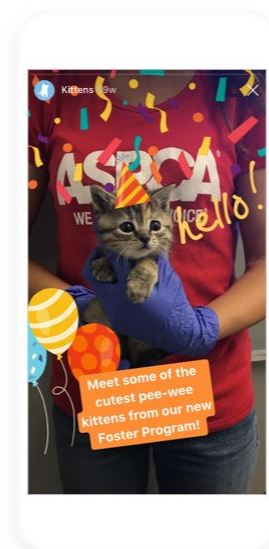
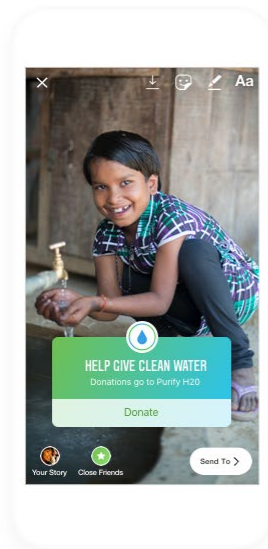
Social media is a game changer for citizen engagement.



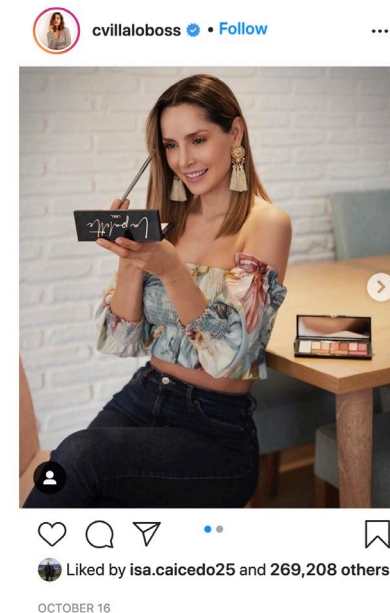
Social Media Influencer

A person with a social following who promotes products, locations or charity through photos and content, influencing others to do the same.

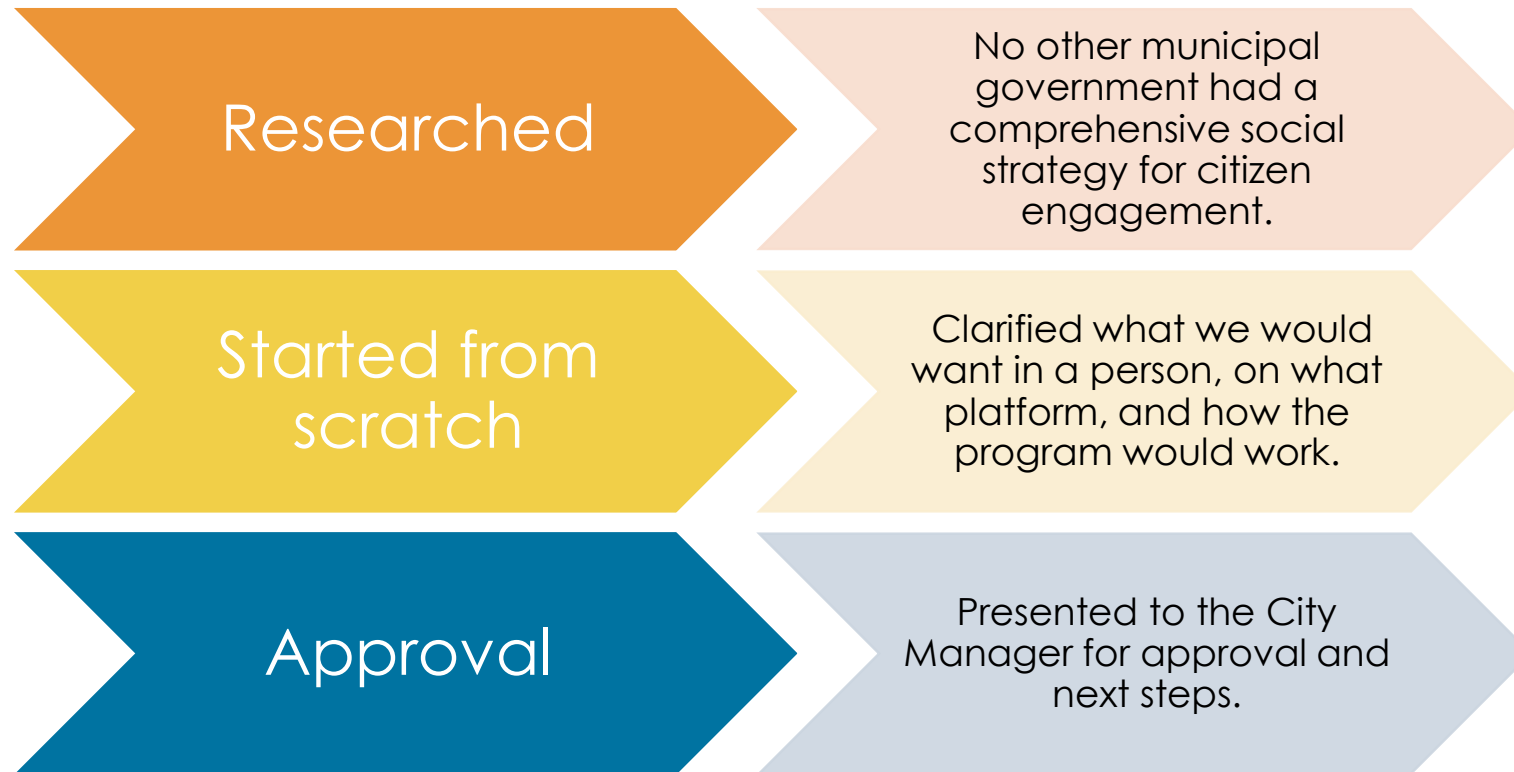
Stories



Feed Post



Idea Coming to Life



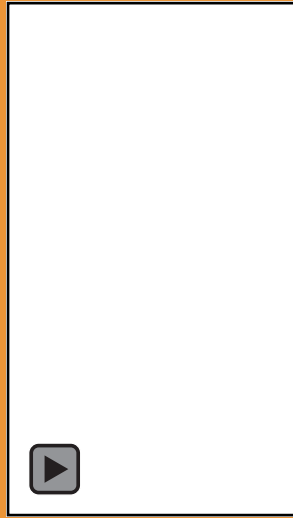
Next Steps

Timeline	
Legal Approval	
Form and Guidelines Development	
Announcement: Press Release, Video, Workshop	
Submissions Received and Reviewed	
Selection Made	
Notification of selected participants and not selected participants	



Pilot Launch

Launched on Instastories with a promo video



Directed participants to use #CSProudSquad on posts as submissions



Created a website form for application submissions

Apply to be part of the CS Proud Squad
#CSProudSquad

Your Name *
 First Name Last Name

Your Email *

example@example.com

Your Instagram Handle

I agree to the terms & conditions. *
☐ Yes (Click to review the Terms and Conditions)

I confirm that I am at least 18 years of age or older. *
☐ Yes ☐ No



Participant Meet and Greet



#CSProud Squad Requirements

CSProudSquad

- The 3-month pilot program open to Coral Springs residents only launched with 10 influencers.
- Each member provides **2 high quality photos** showcasing Coral Springs and shares 2 feed posts and 4 story posts every month.
- We then share their images on our official city accounts.



Continuous Efforts



Program Review

January 2021

Provide the
Commission with
an update and
next steps



Questions?

Lynne Martzall, Director

Paula Rubiano, Digital Media Manager

Communications and Marketing

