



City of Blaine Anoka County, Minnesota

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Legislation Details (With Text)

File #:	WS 19-51	Version:	1	Name:	Communcation and Community Engagement Guide
Type:	Workshop Item	Status:		Status:	Filed
File created:	8/12/2019	In control:		In control:	City Council Workshop
On agenda:	8/12/2019	Final action:		Final action:	8/12/2019
Title:	COMMUNICATION AND COMMUNITY ENGAGEMENT GUIDE				
Sponsors:	Ben Hayle				
Indexes:					
Code sections:					
Attachments:	1. Strategic Communications Guide V2				

Date	Ver.	Action By	Action	Result
8/12/2019	1	City Council Workshop	Discussed	

WORKSHOP ITEM *Ben Hayle, Communications Coordinator*

COMMUNICATION AND COMMUNITY ENGAGEMENT GUIDE

At the direction of the Blaine City Council staff has worked to develop a guide to direct communication and community engagement. The guide lays out roles and responsibilities for communications staff and gives direction for how to communicate with the community in different situations. The communications department strives to provide Blaine residents, visitors, and businesses with effective communication at all times and works with all city departments to achieve this goal. This guide includes best practices and yearly checkpoints that are designed to keep all city departments connected to the community in an effective way.

Staff is looking for feedback from the council and direction on any other areas that need to be addressed in the document.