

**JEFFERSON COUNTY
BOARD OF COUNTY COMMISSIONERS**

WORKSHOP AGENDA REQUEST

TO: Board of County Commissioners

FROM: Kate Dean, Commissioner District No. 1

DATE: October 2, 2023

SUBJECT: WORKSHOP re: Communications Program Update and Priority-Setting

STATEMENT OF ISSUE: Jefferson County created a new position early this year and hired Wendy Davis to be Communications Manager. After nearly 9 months in this position, Ms. Davis has performed myriad tasks pertaining to communications, tested new ideas to better reach residents, and accomplished a number of tasks that the Board and County Administrator requested. As with any new program, it is prudent to consider what is working, what challenges have arisen, and how might this position be best utilized to meet the various needs that the County has in communicating to the public.

ANALYSIS: Wendy Davis will present the work done to date, and discuss what appears to be working and what is less effective as fodder for a broader conversation about needs and priorities from the Board and County Administrator.

FISCAL IMPACT:

There is no fiscal impact.

RECOMMENDATION:

Participate in a discussion and help set priorities for the Communications Manager position.

REVIEWED BY:



Mark McCauley, County Administrator

9/27/23

Date