

**CITY OF BUCKEYE  
COUNCIL WORKSHOP  
MAY 20, 2014  
MINUTES**

**City Council Chambers  
530 E. Monroe Ave.  
Buckeye, AZ 85326  
4:45 p.m.**

**1. Call to Order/Roll Call**

Mayor Meck called the meeting to order at 4:45 p.m.

Members Present: Councilmember Strauss, Councilmember Hess, Councilmember Heustis, Vice Mayor Orsborn and Mayor Meck.

Members Absent: Councilmember Garza and Councilmember McAchran.

Departments Present: City Manager Stephen Cleveland, City Attorney Scott Ruby, City Clerk Lucinda Aja, Assistant to Council Carol Conley, Human Resources Director Nancy Love, Public Works Director Scott Lowe, Conservation Supervisor Robert Wisener, Government Relations Manager George Diaz, and Technical Services Manager Greg Platacz.

**2. Discussion and Update on Marketing and Communications Policies  
Staff Liaison: Jennifer Rogers, Marketing and Communications Manager  
District No. N/A**

Ms. Rogers presented an overview of new marketing and communications policies. The City of Buckeye Logo license terms and conditions are provided. The logo is officially trademarked through the State of Arizona, which increases the City's brand value and protects us as a City. Anyone is able to use the logo, as long as it is used appropriately; if used inappropriately, a cease and desist order may be sought. The logo is meant to be utilized as a positive promotion of the City of Buckeye and for official notices. Social Media Standards for staff are discussed. The goal of the standards set forth in the policy is to protect the brand, ensure proper communication, and for keeping improved and accurate records. Social media is an excellent resource that several departments may use to open up conversation with residents. The Information Technology department has been very useful and supportive related to implementation of the appropriate programs and in ensuring the City and staff have access to proper media outlets. Mr. Ruby commented with respect to transparency and the open meeting law. The open meeting law protects the public's right to hear items discussed by Council as set forth on the agenda; the use by Council of social media in the formal setting of an open meeting conflicts with that law. The context of pictures and potential security concerns related to posting pictures was discussed. Media Policy and Guidelines for any individual representing the City was provided, which helps to build opportunities to get the City's message to the media and is a policy that brings awareness to staff. Discussion was held regarding the inclusion of elected officials in the media policies and guidelines. Elected officials are considered representatives of the City. Ms. Rogers stated that other Arizona cities have similar policies that include elected officials.

**3. Adjournment**

A motion was made by Vice Mayor Orsborn and seconded by Councilmember Strauss to adjourn the meeting at 4:45 p.m. Motion passed unanimously.

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Jackie A. Meck, Mayor

ATTEST:

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Lucinda J. Aja, City Clerk

I hereby certify that the foregoing minutes are a true and correct copy of the Council Workshop on the 20<sup>th</sup> day of May, 2014. I further certify that a quorum was present.

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Lucinda J. Aja, City Clerk