



Roll Call Number

17-0788

Agenda Item Number

52

Date May 8, 2017

RECEIVE AND FILE DES MOINES 2017 STRATEGIC COMMUNICATIONS PLAN

WHEREAS, creation and implementation of a strategic communications plan is a 2016 Strategic Plan Top Priority of the City Manager; and

WHEREAS, on August 22, 2016, by Roll Call No. 16-1428, the City Council approved the procurement of consulting services from Ann Appleseth Communications, LLC to provide a strategic communications plan; and

WHEREAS, Ann Appleseth Communications, LLC has completed an audit of City of Des Moines communications and has developed a comprehensive plan with recommendations for the City to evolve its overall communications approach with steps to implementation of such plan; and

WHEREAS, on March 20, 2017, Ann Appleseth Communications, LLC presented the Des Moines 2017 Strategic Communications Plan to the City Council and a copy of such Plan is available in the Office of the City Clerk.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Des Moines, Iowa that the Des Moines 2017 Strategic Communications Plan is hereby received and filed.

(Council Communication Number 17 - 422 )

MOVED by Coleman to adopt; refer to the City Manager to provide an itemized list and timeline for elements which are moving forward.

Approved As To Form:

Ann DiDonato
Assistant City Attorney

Table with 5 columns: COUNCIL ACTION, YEAS, NAYS, PASS, ABSENT. Rows include COWNIE, COLEMAN, GATTO, GRAY, HENSLEY, MOORE, WESTERGAARD, and TOTAL.

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

Handwritten signature of T. M. Franklin, Mayor

Handwritten signature of Diane Rauh, City Clerk