

October 6, 2004

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular Meeting of
October 12, 2004

E-NEWSLETTER

Recommendation:

That the City Council review and approve the recipient data base list use and the general guidelines for content and approval and direct the City Manager to sign the month to month service agreement; and appropriate \$3,500 to cover the cost of the service contract for seven months.

Background:

The City Council, at its meeting of September 14, 2004, approved the concept of initiating an e-newsletter about City events, projects, public information and services. During the discussion, staff was directed to return with information on how the recipient list would be protected from other uses and the general guidelines of content for the e-newsletter.

The recipient list would only be used for distributing the newsletter. The person wishing to receive the newsletter would sign up and the following disclosure will be part of the sign up process. "I provide the City with my email address for the sole purpose of being placed on an email list for the receipt of the City of Hermosa Beach e-newsletter. It is my expectation that my email address to the maximum extent permitted by law will not be shared with any third parties. I understand that my email address may not be confidential in other electronic communications that I have with the City." The information requested need only include an email address; it would be optional to include name and address. This will allow the City to keep the email addresses and use them only for the email distribution. The list will not be sold, or given to anyone for any purpose.

The general guidelines for the e-newsletter content will have as its primary purpose to publish City events and activities, including providing information regarding various non-profit groups such as the Toy Drive, Friends of Park, Sister Cities, Hermosa Beach Education Foundation, Beach Cities Health District, Leadership Hermosa, and various school activities and I am sure that there are others. Some of this information is now on the website under the calendar section. The idea is to be able to provide up-to-date public information regarding the City and the various activities. The newsletter will not record votes of the City Council. For example, the e-newsletter will say the City Council approved an event, say when it will take place, where, and what time it starts. By and large there will not be any specific listing of names of people unless it is necessary to convey the information.

The website will contain a button to sign up for the newsletter and staff will report back on the use of the e-newsletter after 3 months. This will give us enough time to work out any bugs and make sure that the cost is worth the effort and determine what type of feed back we receive from our residents. Based on this review the City Council can consider whether or not it wishes to continue publishing the e-newsletter.

Respectfully submitted,

Stephen R. Burrell
City Manager