

March 17, 2005

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular Meeting of
March 22, 2005

REVIEW OF E-NEWSLETTER

Recommendation:

That the City Council review the attached information concerning the E-Newsletter and provide direction to staff on whether or not to continue the program at the conclusion of the seven month program.

Background:

The City Council approved the E-Newsletter program at their meeting of October 12, 2004. The program was set up on a seven month trial program. At this time, two additional E-Newsletters will be produced.

The E-Newsletter is currently being received by 643 email addresses. Others have started the two-step process to sign-up but have not completed it yet. The process for signing up is covered in the attached memo.

Staff has received limited feedback from the community. Those participating in the recreational programs have taken advantage of it and it could well be that it will just take more time to get more sign-ups and feedback. The police have used the system once to get out a missing person report. It is possible to include a question or comment in the next edition to ask for any feedback from those receiving it. The E-Newsletter clearly could be a cost effective (\$500 per edition) way to provide information to our residents. However, if we do not get a large sign up, then it may not be worth the effort.

The material attached goes into detail on the program to date.

Respectfully submitted,

Stephen R. Burrell
City Manager