

**Lower Russian River Municipal Advisory Council
Communications Committee
ad hoc 2023 Report**

Joe Rogoff, Chair

Members: Betsy Van Dyke, Patty Thayer, Vicki Clewes

2023 accomplishments:

- Met monthly
- Attended 24 community events, got many sign-ups for the newsletter, shared website and solicited issues
- Created banner and equipment kit for tabling
- Created events calendar and sign up for MAC reps
- Created community organization contact spreadsheet
- Asked county to provide name tags and business cards for MAC
- Created bilingual informational county resource collateral
- Added community engagement requirement to MAC job descriptions. "Conduct outreach in the community, as broadly as possible, to inform about the existence and role of the MAC, to invite input about all issues that affect the community, and to disseminate information about county issues, meetings and decisions."

Goals for 2024:

- Increase media coverage of MAC activities
- Create inroads to connect more fully with Spanish speaking community
- Continue event engagement at venues that have proven worthwhile and expand geographically
- More fully engage all MAC members in community outreach
- Finalize budget, objects and design for MAC swag for tabling
- Review and revise the Community Engagement and Outreach Plan for LRRMAC

Proposals:

- To rename the Ad Hoc "Community Engagement" and extend it for another year
- Include upcoming community events as a regular agenda item at LRRMAC meetings in order to inform the public and recruit other MAC members to table (Community Engagement Committee to provide support and equipment)
- Better share and publicize upcoming community events
- Have a MAC meeting that reveals process steps for major county projects, and communicate those steps for individual major projects
- Schedule a county-wide MAC meeting.