



OVERSIGHT BOARD

OF THE CITY OF LONG BEACH AS THE SUCCESSOR AGENCY TO THE REDEVELOPMENT AGENCY OF THE CITY OF LONG BEACH

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July 2, 2012

OVERSIGHT BOARD MEMBERS

RECOMMENDATION:

Adopt a media relations “best practices” policy requesting that all media inquiries received by individual Board members be directed to the Chair of the Oversight Board.

DISCUSSION

At its meeting on June 4, 2012, the Oversight Board of the City of Long Beach as the Successor Agency to the Redevelopment Agency of the City of Long Beach (Board) requested that staff suggest a media relations policy for the Board’s consideration.

Staff recommends that all media inquiries generally or specifically regarding the Board and/or its actions received by Board members be directed to the Chair of the Board. Designating one primary point of contact for media inquiries will help ensure that all such inquiries are answered efficiently and consistently. This policy is meant to be a “best practices” policy only, voluntarily adhered to by each individual Board member. Violation of this policy shall not result in any penalty or adverse action against a Board member.

Respectfully submitted,

PATRICK H. WEST
CITY MANAGER