

Introduced by: Mayor
Date: 01/05/21
Action: Adopted
Vote: 9 Yes, 0 No, 0 Absent

**KENAI PENINSULA BOROUGH
RESOLUTION 2021-003**

**A RESOLUTION APPROVING THE PUBLIC RELATIONS OBJECTIVES FOR
FISCAL YEAR 2021**

WHEREAS, the Kenai Peninsula Borough Communications Strategy and Implementation Plan (“Plan”) provides recommendations for promoting the public services provided by the borough as a municipal government to the citizens, the promotion of economic development that highlights diverse opportunities, as well as the existing tourism and marketing efforts from third party contributors; and

WHEREAS, Ordinance 2020-19 requires the assembly to approve the fiscal year 2020/2021 program objectives for \$50,000 appropriated to market the borough on a non-areawide basis with a focus on public relations;

NOW, THEREFORE BE IT RESOLVED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH:

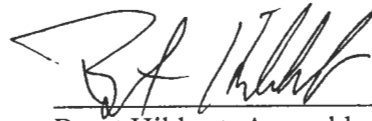
SECTION 1. That the Kenai Peninsula Borough Assembly approves the following public relations program objectives for the remainder of FY2021 in the areas of the borough outside of the cities:

- A. Develop an inclusive mission statement and vision statement that represents the borough municipal government to be presented to the assembly for approval; and
- B. Develop an inclusive logo that represents the borough services provided to the citizens; and
- C. Promote the public services provided by the borough municipal government.

SECTION 2. That the assembly president may recommend an assembly representative to participate in an *ad hoc* internal strategic communications group as a representative of the assembly. The group is an internal staff planning group with no authority to advise or make direct recommendations to the assembly.

SECTION 3. This resolution shall become effective immediately upon its adoption.

ADOPTED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH THIS 5TH DAY OF JANUARY, 2021.



Brent Hibbert, Assembly President

ATTEST:



John Blankenship, MMC, Borough Clerk

Yes: Bjorkman, Carpenter, Chesley, Cox, Derkevorkian, Dunne, Elam, Johnson, Hibbert
No: None
Absent: None