



CITY COUNCIL WORKSHOP CITY OF BAY CITY

Tuesday, January 28, 2025 at 5:00 PM
COUNCIL CHAMBERS | 1901 5th Street

COUNCIL MEMBERS

Mayor: Robert K. Nelson

Mayor Pro Tem: Becca Sitz

Council Members: Benjamin Flores, Jim Folse, Bradley Westmoreland, Blayne Finlay

Vision Statement

We envision Bay City as a thriving, family-centered community where our citizens can live, work, worship, and play, while welcoming visitors to experience our beautiful environment and diverse culture.

MINUTES

CALL TO ORDER AND CERTIFICATION OF QUORUM

The meeting was called to order by Mayor Robert K. Nelson at 5:04 PM.

PRESENT:

Mayor ROBERT NELSON

Mayor Pro Tem BECCA SITZ

Council Member BENJAMIN FLORES

Council Member JIM FOLSE

Council Member BRADLEY WESTMORELAND

Council Member BLAYNE FINLAY

PUBLIC COMMENTS

There were no public comments.

REGULAR ITEMS FOR DISCUSSION, CONSIDERATION AND/OR APPROVAL

1. **Presentation ~ Receive and discuss Communications Assessment.** Samantha Denbow, Communications and Cultural Arts Director & Cooksey Communications

Ms. Denbow introduced Dorothy White, Assistant Vice President Public Sector Practice Group, who presented the outcomes of the Bay City Communications Assessment. After the presentation, Councilman Brad Westmoreland asked how often updates and information is presented to the public in Spanish. City Manager, Scotty Jones stated social media posts are able to be translated, but it is only put out in English for the newspaper. Councilman Westmoreland asked if the City should have an in-house spokesperson to be sure correct and current information is provided during the time of an emergency. Ms. White recommended a good crisis communication plan and having someone from the City's organization assigned as spokesperson. Mayor Robert Nelson asked if there are times when he, as a community leader should be relaying the message. Ms. White responded there are instances that the community wants and expects the message to come from the Mayor, it's a reassurance during a time of crisis. Councilman Jim Folse mentioned his concern for the importance of getting the information out to the public in a timely manner. He then inquired as to how many subscribers the City has for the BC4U App and commented the app cost a lot of money and he wants to see the City try to push that out to the public more. The last question Mr. Folse asked was if the newspapers were monitoring the City's social

media pages for information or is the City being proactive by notifying them when there is information to share. Jessica Shephard with The Sentinel stated they are not getting notified when The Tribune is getting notified. Councilman Blayne Finaly said the City's goal is to make sure everyone is getting the information. Mayor Pro Tem, Becca Sitz asked what the approximate cost for branding for a city the size of Bay City. Ms. White replied that it could cost up to \$100,000, depending on the level of research and community input. It could take up to 12 months to get this done then up to a few years for implementation. The communication assessment cost \$25,000.

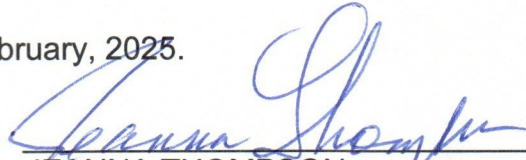
ADJOURNMENT

The meeting was adjourned at 5:56 p.m.

PASSED AND APPROVED, this 11th day of February, 2025.



ROBERT K. NELSON, MAYOR
CITY OF BAY CITY, TEXAS



JÉANNA THOMPSON
CITY SECRETARY

