



1015 Cultural Park Blvd.
Cape Coral, FL

AGENDA FOR THE REGULAR MEETING OF THE CAPE CORAL YOUTH COUNCIL

April 7, 2017

2:45 PM

Council Chambers

PLEDGE OF CIVILITY

We will be respectful of each other even when we disagree.
We will direct all comments to the issues. We will avoid personal attacks.

VIDEO

1. MEETING CALLED TO ORDER

A. Chair Diaz

2. PLEDGE OF ALLEGIANCE

A. Chair Diaz

3. ROLL CALL

A. CHAIR DIAZ, MEMBERS CERRETANI, ELLSWORTH,
GIBBS, HARE, LEHMANN, McARDLE-SYKES, MILLER,
PEARSON, PULTRO, SLAFER, TROCHE, WILLIAMSON,
WILSON

4. CHANGES TO AGENDA/ADOPTION OF AGENDA

5. APPROVAL OF MINUTES

A. March 24, 2017 - Regular Meeting Minutes

6. ADVISOR PRESENTATION (30 MINUTES MAXIMUM)

A. NONE

7. CITIZENS INPUT TIME

Input of citizens on matters concerning City Government; 3 minutes per

individual.

8. RECOMMENDATIONS TO COUNCIL

9. BUSINESS

- A. Use of Social Media Discussion
- B. Communication with our Schools and the Successes and Difficulties in Doing so

10. NEXT MEETING AGENDA TOPICS

11. REPORTS

12. REPORTS OF THE COUNCIL LIAISON AND ADVISORS

13. TIME AND PLACE OF FUTURE MEETINGS

- A. A meeting of the Cape Coral Youth Council is Scheduled for Friday, April 21, 2017 at 2:45 p.m. in Council Chambers

14. MOTION TO ADJOURN

**GENERAL RULES AND PROCEDURES REGARDING
THE CAPE CORAL CITY COUNCIL AGENDA**

In accordance with the Americans with Disabilities Act and Section of 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the Office of the City Clerk at least forty-eight (48) hours prior to the meeting. If hearing impaired, telephone the Florida Relay Service Numbers, 1-800-955-8771 (TDD) or 1-800-955-8770 (v) for assistance.

Persons wishing to address the Youth Council under Citizens Input may do so during the designated times at each meeting. No prior scheduling is necessary. All speakers must have their presentations approved by the City Clerk's office no later than 11:00 AM the day of the meeting. Members of the audience who address the Youth Council shall step up to the speaker's lectern and give his or her full name, address, and whom he or she represents. Proper decorum shall be maintained at all times. Any audience member who is boisterous or disruptive in any manner to the conduct of this meeting shall be asked to leave or be escorted from the meeting room.

Copies of the agenda are available in the main lobby of Cape Coral City Hall and in the City Council Office, 1015 Cultural Park Boulevard. Copies of all back-up documentation are also available for review in the lobby of Council Chambers. You are asked to refrain from removing any documentation. If you desire copies, please request they be made for you. Copies are 15 cents per page. Agendas and back-up documentation are also available on-line on the City website (capecoral.net) after 4:00 PM on the Wednesday prior to the Youth Council Meeting.

Item Number:	5.A.
Meeting Date:	4/7/2017
Item Type:	APPROVAL OF MINUTES

**AGENDA REQUEST
FORM**
CITY OF CAPE CORAL



TITLE:

March 24, 2017 - Regular Meeting Minutes

REQUESTED ACTION:

STRATEGIC PLAN INFO:

1. Will this action result in a Budget Amendment?
2. Is this a Strategic Decision?
 - If Yes, Priority Goals Supported are listed below.
 - If No, will it harm the intent or success of the Strategic Plan?

Planning & Zoning/Staff Recommendations:

SUMMARY EXPLANATION AND BACKGROUND:

Minutes attached for your review and approval.

LEGAL REVIEW:

EXHIBITS:

PREPARED BY:

Division- Department-

SOURCE OF ADDITIONAL INFORMATION:

ATTACHMENTS:

Description	Type
<input type="checkbox"/> March 24, 2107 - Regular Meeting Minutes	Backup Material
<input type="checkbox"/> Revised 3/24 meeting minutes	Backup Material

**MINUTES FOR THE MEETING
OF THE CAPE CORAL YOUTH COUNCIL**

Friday, March 24, 2017

Meeting called to order by Chair Diaz at 2:45 p.m.

Pledge of Allegiance

Roll Call: Chair Diaz, Members Ellsworth, Gibbs, Hare, Lehmann, McArdle-Sykes, Pearson, Slafer, Troche, Williamson, and Wilson were present. Member Pultro was excused. Miller arrived at 2:52 p.m. Cerretani arrived at 2:57 p.m.

Also in attendance: Council Liaison Williams
Staff Advisor Cagle
Advisor Mazurkiewicz
Council Assistant Pack

APPROVAL OF AGENDA/AMENDED AGENDA

Member Pearson moved, seconded by Member Ellsworth to approve the agenda as presented.

Council polled as follows: Gibbs, Hare, Lehmann, McArdle-Sykes, Pearson, Slafer, Troche, Williamson, Wilson, Diaz, and Ellsworth voted "aye." Eleven "ayes." Motion carried 11-0.

APPROVAL OF MINUTES

Member Slafer moved, seconded by Member Pearson to approve the Regular Meeting Minutes from the March 10, 2017 Cape Coral Youth Council meeting.

Voice poll: All "Ayes." Motion carried.

ADVISOR PRESENTATIONS

None.

CITIZENS INPUT TIME

Carl Veaux requested support to save the Old Golf Course. He offered his assistance to the Council to call him with any questions.

Member Slafer commended Mr. Veaux for his commitment to the Old Golf Course property; he discussed looking forward to the discussion later in the meeting on this topic.

BUSINESS

BIMINI BASIN PRESENTATION (15 MINUTE LIMITATION) – COUNCIL LIAISON WILLIAMS

Council Liaison Williams introduced Planning Manager Robert Pederson.

Planning Manager Pederson reviewed an overhead map of the area known as Bimini Basin. He provided a history of the property and the need to spur economic development to help with the overall tax base in our City. He reviewed Community Redevelopment Agencies that receive funding to improve our community.

Member Ellsworth clarified that the ultimate goal is to bring more attractions to the City of Cape Coral, not just housing.

Mr. Pederson responded economic growth and development would include shopping, restaurants, and entertainment venues. Decisions will be made in the private sector where they will decide what will be built, market based.

Member Slafer inquired as to the residents' reaction.

Mr. Pederson stated we are trying to assess what is favorable to the residents. With the residents he has spoken to, he has received a positive response. There are noise concerns, traffic, and quality of life concerns. Many are keen to see some improvement in the community.

Member Pearson stated he understood that the RMA collected information from the open house to assemble a project proposal; is there a timeline of what the RMA is doing?

Mr. Pederson stated he neglected to bring the timeline to this meeting but offered his business cards to contact him. He will supply a copy of the RMA timeline to the requesting Youth Council member.

Member Pearson inquired as to if there has been any interest from outside developers?

Mr. Pederson stated that process has not formally started yet. There has been some discussion with ideas, but he is not a party to all of them.

Member Wilson questioned if any of these opportunities talk about how the Bimini Basin will benefit and integrate the youth.

Mr. Pederson discussed the park, open spaces, and public gathering areas that will benefit the youth.

Member Pearson inquired if the old golf course property can be tied in with the Bimini Basin project?

Mr. Pederson responded the golf course is privately owned and there are currently applications to change future land use from parks to residential. A planned development project request as well as the contract purchasers have submitted a proposal to have 500 single family homes on that property.

Member Pearson followed up with the importance of green space, would that development impact the future development of other downtown projects? Is there a benefit to having a green space located closely to such developments?

Mr. Pederson responded that we are looking for that response in the RMA report.

Council Liaison Williams let the Council know that these meetings are for the pipeline to the students. We want input as to what you want.

Member Pearson commented about the Bimini Basin webpage which has an on-going survey to collect data about the various demographics to capture what the youth would like.

CAPE CORAL BIKE PED – CAROLYN CONANT

Carolyn Conant displayed a presentation titled Cape Coral Bicycling which was included in the Youth Council packet with the slides listed below. She discussed the purpose of the Cape Coral Bike Ped program and requested to come back to a future meeting to discuss ideas with the Youth Council.

- **Interactive Bike Route/Parks Map**
- **City of Cape Coral's Recent Bicycling Awards**
- **What Cape Coral has achieved since 2012**
- **What Cape Coral has achieved since 2012 (continued)**
- **Amenities along new SUN TRAIL: Kismet Parkway/Van Buren**
- **Easy going active, waterfront life style along bike routes**
- **Beach, marinas, boating, kayaking along bike routes**
- **Family friendly community**
- **See wildlife in Cape Coral throughout City on bike routes**
- **Wildlife in Cape Coral Parks Along Bike Routes**
- **Tour de Cape**
- **Cape Coral Critical Mass rides**
- **Red White and Boom, starting with a 5K run**
- **Sounds of Jazz, Turkey Trot, Movies in the Park, Holiday festivals, arts**
- **Art Galleries near bike routes**
- **We've come a long way in a short period time**

- **What we hope to Accomplish next**
- **What we hope to Accomplish next (continued)**
- **Cape Coral Bike Ped Volunteers 2017 Objectives**
- **Methods to execute Bike Ped Master Plan/Complete Streets**
- **Need Youth Council for bicycle tourism and enhance education and safety initiatives**
- **Together we can make Cape Coral more bicycle and pedestrian friendly**

Member Ellsworth inquired if she was open to ideas from the Youth Council; are there any to share?

Ms. Conant shared her email address and website. She responded to contact her with the Youth Council's ideas and will begin as a group to pursue and see which ones are viable and what Council needs to put through initiatives within your schools.

Member Slafer discussed the concerns of safety with regard to combined walking, biking, and transit routes; do you anticipate a spike in accidents involving bicyclists?

Ms. Conant responded that the "Complete Streets" concept in the Bike Ped Master Plan has shown that traffic accidents go down significantly. She wants to launch the safety and education initiatives.

Chair Diaz discussed his concerns around transportation issues for the youth around the City. He expressed his appreciation for the safety initiatives. The youth need to find out about ways to get around the City safely. The students need Bike Ped.

Ms. Conant discussed the efforts at a video contest that failed; she needs the youth's innovative ideas.

Member Pearson mentioned that on the City website everything representing outdoor activities is buried; City staff could look to have a tab on the Homepage. Eco tourism is driven by outside recreation in our City.

Ms. Conant announced that she is currently working with the Public Information Director on that topic.

Member Pearson inquired that Bike Ped is working towards obtaining the silver gold status; what are the requirements?

Ms. Conant responded that to get bronze, she filled out a book which is everything from engineering, education, safety initiatives, bike lanes, etc. It took a village to create the application; they are very close to a silver, but they will keep on trying. She mentioned Seattle, Portland, and New York City that utilize Complete Streets for their safety initiative. She referenced the Green Book, which will be coming out this summer for engineering which is more in line with Complete Streets, NATCO guidelines, and other

initiatives that work innovatively in Portland, Seattle and other major cities that are bicycle friendly.

Member Pearson discussed the safety videos that have room for improvement. In reference to the competition, he requested the initiative to be done again.

Ms. Conant responded that this will take a grant receival again. We did not have enough students that were aware of the innovative training they needed in the videos.

Member Pearson discussed the market with different generations; he would love the Youth Council to come together with a uniform advertisement on this. He questioned putting together a video by working with Public Affairs Department to make sure the City endorses it.

Chair Diaz responded to take the TV production programs for each school to compete against each other. They would not need a grant for that contest.

Ms. Conant agreed that it would be.

Member Wilson agreed with the TV production idea, and mentioned the use of Social Media, Twitter, Facebook, or Instagram, with the help of the Council to create ideas that they want messaged.

Ms. Conant mentioned the Cape Coral Bike Ped Facebook page which has not been utilized.

Member Wilson said that Facebook would not reach the youth. Twitter would and also reach out to the high schools to use their direct link to the students to promote what you would like.

Council Liaison Williams discussed the Youth Council being neutral. Voting as a group is acceptable, but when you communicate your side of the topic it needs to come from you individually and not as the Council.

SAVE OUR RECREATION PRESENTATION – MEMBER WILSON

Member Wilson recommended extending an invite to D.R. Horton for their position on this topic after we hear our next presentation. He introduced speaker Barth Wolf.

Barth Wolf, President of Save Our Recreation, Inc., expressed to the Youth Council that they make sure you are fully informed before you make decisions in your governmental role. Mr. Wolf presented a power point titled Saving a Cape Coral Treasure that included the following slides:

- **History**

- History (continued)
- 175 Acres
- Current status
- D.R. Horton proposal
- Land Use Designation change
- Wildlife photographs
- Wildlife photographs (continued)
- Photograph of nest
- Photographs of birds
- Wildlife photographs (continued)
- South Cape CRA Plan
- "Key objective" for Area 12 in the CRA Plan
- Map
- Public Workshops
- Why preserve the golf course?
- Where can you find more information?
- What is Save Our Recreation doing?

Member Cerretani inquired if they had approached the CRA for any monetary requests.

Mr. Wolf responded they have not formally approached anyone with any proposals; some of the money is already budgeted for other projects.

Member Ellsworth inquired about walking trails.

Mr. Wolf responded there are golf cart paths that can serve as walking paths until the no trespassing signs went up; they were used by hundreds of residents. It is great for biking, walking dogs, etc.

Member Ellsworth inquired about the no trespassing signs.

Mr. Wolf stated they are the right of the owner to do so.

Member Troche inquired about making the area a park. Are you interested in keeping it as green space and as wild as possible or are you interested in a park?

Mr. Wolf responded yes, yes and yes; they are focused on the land use change. His group said that it could remain wild. Get 20/20 funds to buy it and it would remain very natural. There are many wonderful solutions that could be addressed in many areas, revenue generating, etc.

Member Wilson inquired about the existing wild life and the effect on it should the property be development.

Mr. Wolf stated that these are the details being looked at. He mentioned a potential land swap in the north.

Member Wilson inquired as to how much revenue would be generated as a park versus 500 homes.

Mr. Wolf stated there would be testimony with the economics of a park versus 500 homes if there are hearings in the future.

Member Pearson shared his knowledge from a COW meeting where the SE Cape needs a park in the Parks Master Plan. Has purchasing the old golf course property been a consideration?

Mr. Wolf stated the property is owned by a private party; it is currently under contract for sale to another party who has asked the City Council to take some action. It is a very sensitive situation.

Joe Mazurkiewicz, Consultant for Save our Recreation, provided a primer on land use and zoning:

- Both Bimini Basin and other issues will involve land use and zoning.
- Land Use is the **WHAT?** What can go on that site?
- Density and Intensity: Density – residential - how many units per acre and the Intensity - for non-residential floor area ratio and how much you can build per square foot of land
- Legislative action is based on the will of the majority of the City Council. All testimony is weighed equally
- Zoning establishes the **HOW**, the regulations. Does it have to have a pitched roof, how far are the setbacks, parking entrances, green space specifics, how many trees, etc.
- Land Use is legislative action. No legal supporting documentation but it is based on the will of the majority of the City Council. All testimony is weighed equally
- Zoning is Quasi-Judicial, all testimony is weighed, based on the testimony experts and individuals.

Recessed at 4:08 p.m. and reconvened at 4:15 p.m.

PRESENTATION CREATION – MEMBER MILLER

Member Wilson displayed to the Youth Council a proposed presentation titled Cape Coral Youth Council with the following slides:

- What is it?
- What do you talk about?
- Why should I come?
- When is it?

- What if I can't attend?
- Questions?

Member Wilson noted she kept this power point short, so that there would be room to add any personal details and upcoming items. She included the flyer that she made up to post around the school; she had paper copies for each school representation to be approved by the administration.

Chair Diaz thanked Ms. Miller for putting together the presentation.

Member Pearson discussed the need for a video on the school news.

Chair Diaz suggested going to the school TV production team to make an advertisement for Youth Council. They should know they can talk to Youth Council members in their own school.

Member Slafer agreed on both proposals, use the power point, record a video of the actual power point presentation to be filmed and used on the news. Each representative should present to the respective schools. He would like an addition to the importance of the youth's input in the Community to make classmates aware of the City's dilemmas.

Member Troche inquired about Twitter or Instagram.

Council Liaison Williams responded that only a Facebook page has been set up. Anything like Twitter or Instagram has to be set up through our Public Information Officer.

Member Troche believed it would be helpful to include handles on the power point presentation.

Chair Diaz – can students manage these accounts?

Council Liaison Williams said he would confirm with the Public Information Officer; he expressed concerns about the posts. He would have Public Information Officer Connie Barron come in to discuss the rules. He agreed that Social Media involvement is important. One slide listed the Bimini Basin, that is the minor part, solicit information from peers on issues, wants, needs, and suggestions to get to staff.

Member Wilson inquired when the timeline could be presented to our peers.

Chair Diaz recommended before the next meeting.

Member Slafer inquired about both members in the same school giving the presentation and discussed any Sunshine conflicts.

Advisor Mazurkiewicz recommended a voice over power point with timed slides to run

automatically; members could make voice overs additions to the initial presentation with timed slide.

Council Liaison Williams - On May 1, 2017, the seniors will have the end of their term.

Member Gibbs requested clarification if we are taking this power point to the schools news or to the classrooms.

Chair Diaz stated he understood the most efficient way would be to present it to the school news and possibly have a voice over on the presentation.

Member Miller responded that it is a great outlet, the best way is to put it out as many times, share it with government teachers, do it yourself, morning announcements, and get it out there.

Member Ellsworth loved the idea of the power point being the back bone of the presentation and requested the addition of Cape TV Channel 98 on the appropriate slide.

Member Pearson moved, seconded by Member Wilson to adopt the Member Miller's presentation as the official presentation with the inclusion of Channel 98.

Council polled as follows: Gibbs, Hare, Lehmann, McArdle-Sykes, Miller, Pearson, Slafer, Troche, Williamson, Wilson, Cerretani, Diaz, and Ellsworth voted "aye." Thirteen "ayes." Motion carried 13-0.

Chair Diaz requested that Assistant City Clerk Brunson to email the finalized presentation to all of Youth Council for their future use.

Assistant City Clerk Brunson responded in the affirmative.

NEXT MEETING AGENDA TOPICS

Member Pearson stated through discussion with Friends of the Wildlife, that the City owned property adjacent to Oasis High School, be made into a walking trail for the public.

Member Wilson requested including getting youth ideas.

Member Slafer stated it would be important for our next meeting to add for an agenda topic the responses that we are getting from our classmates at school. We need to report what we found so far. With the presenting of this video before the next meeting, we should be approached more often by our classmates. It would be important for the entire Council to express their experiences so that we can discuss what is working and what is not working.

Staff Advisor Cagle suggested focus groups (8-10 students) can give an opportunity to

get together to ask your classmates questions, ones that can be formulated here.

Member Slafer moved, seconded by Member Pearson, to add to the agenda topics communication with our schools and the successes and difficulties in doing so.

Council polled as follows: Gibbs, Hare, Lehmann, McArdle-Sykes, Miller, Pearson, Slafer, Troche, Williamson, Wilson, Cerretani, Diaz, and Ellsworth voted "aye." Thirteen "ayes." Motion carried 13-0.

Chair Diaz asked if there were any other points or motions.

Member Pearson discussed the topic he proposed regarding the issue the Friends of Wildlife approached him about.

Member Pearson moved, seconded by Member Wilson to add to the future agenda topics the Oasis High School presentation regarding nature trail to be placed on the April 21, 2017 meeting date.

Council polled as follows: Gibbs, Hare, Lehmann, McArdle-Sykes, Miller, Pearson, Slafer, Troche, Williamson, Wilson, Cerretani, Diaz, and Ellsworth voted "aye." Thirteen "ayes." Motion carried 13-0.

Council Liaison Williams reminded the Youth Council to be careful about how many items they get on the agenda due to the time limit. He stated he would reach out to D.R. Horton; he noted that D.R. Horton has still not made their presentation to Council yet. He suggested he would like to bring in the Public Information Officer to speak about communications and social media.

Chair Diaz asked if there were any other motions.

Member Wilson moved, seconded by Member Pearson to add discussion of Use of Social Media on the next agenda dated April 7, 2017.

Council polled as follows: Gibbs, Hare, Lehmann, McArdle-Sykes, Miller, Pearson, Slafer, Troche, Williamson, Wilson, Cerretani, Diaz, and Ellsworth voted "aye." Thirteen "ayes." Motion carried 13-0.

REPORTS

Member Pearson: Topics: Attended Rotary Club Meeting; Cape Coral Charter School Rally to benefit four Charter Schools this Sunday at German American Club; Monday the City Council will have their Committee of the Whole meeting to discuss Bicycle and Pedestrian Master Plan; requested to be excused at the April 17th meeting to compete for scholarship.

Member Wilson: Topic: Great opportunity for volunteering tomorrow for food distribution for families and individuals in need at the Southwest Florida Military Museum and Library on 4820 Leonard Street from 9 am to 12 noon.

Member Miller: Topic: Reminded everyone to reach out to their news programs and admin to be approved for content. Asked one member from each school to pick up one of the flyers to bring to your admin to be approved for posting at your school.

Member Ellsworth: Topic: Regarding flyers, as soon as they are approved, would we be responsible for getting copies of that for posting at the school.

Council Liaison Williams stated if it can be done at the schools, that would be the least burdensome to everyone until some kind of budgeting can be worked out.

Member Pearson: Topic: He stated at the end of the Rotary Club meeting one of the Rotary Club members suggested that our Youth Council take on the City Council in the cardboard boat regatta.

Member Pearson moved, seconded by Member Wilson to challenge the Cape Coral City Council in the Cape Coral Rotary Club's Cardboard Boat Regatta on April 22, 2017.

Council polled as follows: Pearson, Wilson, and Diaz voted "aye." Gibbs, Hare, Lehmann, McArdle-Sykes, Miller, Slafer, Troche, Williamson, Cerretani and Ellsworth voted "nay." Three "ayes." Ten "nays." Motion failed.

RECOMMENDATIONS TO COUNCIL

None.

REPORTS OF COUNCIL LIAISON AND ADVISORS

Advisor Mazurkiewicz told the Youth Council to feel free to contact him outside of the meeting.

Assistant City Clerk Bruns suggested the flyer can be distributed through the student body email to save on copy costs.

Member Cerretani stated she goes to a private school, and it is completely technology-based school. Announcing it through our technology would be beneficial as opposed to the paper method.

TIME AND PLACE OF FUTURE MEETINGS

A regular meeting of the Cape Coral Youth Council was scheduled for Friday, April 7, 2017 at 2:45 p.m. in Council Chambers.

MOTION TO ADJOURN

There being no further business, the meeting adjourned at 4:45 p.m.

Submitted by,

Kimberly Bruns
Assistant City Clerk

DRAFT

**MINUTES FOR THE MEETING
OF THE CAPE CORAL YOUTH COUNCIL**

Friday, March 24, 2017

Meeting called to order by Chair Diaz at 2:45 p.m.

Pledge of Allegiance

Roll Call: Chair Diaz, Members Ellsworth, Gibbs, Hare, Lehmann, McArdle-Sykes, Pearson, Slafer, Troche, Williamson, and Wilson were present. Member Pultro was excused. Miller arrived at 2:52 p.m. Cerretani arrived at 2:57 p.m.

Also in attendance: Council Liaison Williams
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APPROVAL OF MINUTES

Member Slafer moved, seconded by Member Pearson to approve the Regular Meeting Minutes from the March 10, 2017 Cape Coral Youth Council meeting.

Voice poll: All "Ayes." Motion carried.

ADVISOR PRESENTATIONS

None.

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Carl Veaux requested support to save the Old Golf Course. He offered his assistance to the Council to call him with any questions.

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initiatives that work innovatively in Portland, Seattle and other major cities that are bicycle friendly.

Member Pearson discussed the safety videos that have room for improvement. In reference to the competition, he requested the initiative to be done again.

Ms. Conant responded that this will take a grant receival again. We did not have enough students that were aware of the innovative training they needed in the videos.

Member Pearson discussed the market with different generations; he would love the Youth Council to come together with a uniform advertisement on this. He questioned putting together a video by working with Public Affairs Department to make sure the City endorses it.

Chair Diaz responded to take the TV production programs for each school to compete against each other. They would not need a grant for that contest.

Ms. Conant agreed that it would be.

Member Wilson agreed with the TV production idea, and mentioned the use of Social Media, Twitter, Facebook, or Instagram, with the help of the Council to create ideas that they want messaged.

Ms. Conant mentioned the Cape Coral Bike Ped Facebook page which has not been utilized.

Member Wilson said that Facebook would not reach the youth. Twitter would and also reach out to the high schools to use their direct link to the students to promote what you would like.

Council Liaison Williams discussed the Youth Council being neutral. Voting as a group is acceptable, but when you communicate your side of the topic it needs to come from you individually and not as the Council.

SAVE OUR RECREATION PRESENTATION – MEMBER WILSON

Member Wilson recommended extending an invite to D.R. Horton for their position on this topic after we hear our next presentation. He introduced speaker Barth Wolf.

Barth Wolf, President of Save Our Recreation, Inc., expressed to the Youth Council that they make sure you are fully informed before you make decisions in your governmental role. Mr. Wolf presented a power point titled Saving a Cape Coral Treasure that included the following slides:

- **History**

- **History (continued)**
- **175 Acres**
- **Current status**
- **D.R. Horton proposal**
- **Land Use Designation change**
- **Wildlife photographs**
- **Wildlife photographs (continued)**
- **Photograph of nest**
- **Photographs of birds**
- **Wildlife photographs (continued)**
- **South Cape CRA Plan**
- **“Key objective” for Area 12 in the CRA Plan**
- **Map**
- **Public Workshops**
- **Why preserve the golf course?**
- **Where can you find more information?**
- **What is Save Our Recreation doing?**

Member Cerretani inquired if they had approached the CRA for any monetary requests.

Mr. Wolf responded they have not formally approached anyone with any proposals; some of the money is already budgeted for other projects.

Member Ellsworth inquired about walking trails.

Mr. Wolf responded there are golf cart paths that can serve as walking paths until the no trespassing signs went up; they were used by hundreds of residents. It is great for biking, walking dogs, etc.

Member Ellsworth inquired about the no trespassing signs.

Mr. Wolf stated they are the right of the owner to do so.

Member Troche inquired about making the area a park. Are you interested in keeping it as green space and as wild as possible or are you interested in a park?

Mr. Wolf responded yes, yes and yes; they are focused on the land use change. His group said that it could remain wild. Get 20/20 funds to buy it and it would remain very natural. There are many wonderful solutions that could be addressed in many areas, revenue generating, etc.

Member Wilson inquired about the existing wild life and the effect on it should the property be development.

Mr. Wolf stated that these are the details being looked at. He mentioned a potential land swap in the north.

Member Wilson inquired as to how much revenue would be generated as a park versus 500 homes.

Mr. Wolf stated there would be testimony with the economics of a park versus 500 homes if there are hearings in the future.

Member Pearson shared his knowledge from a COW meeting where the SE Cape needs a park in the Parks Master Plan. Has purchasing the old golf course property been a consideration?

Mr. Wolf stated the property is owned by a private party; it is currently under contract for sale to another party who has asked the City Council to take some action. It is a very sensitive situation.

Joe Mazurkiewicz, Consultant for Save our Recreation, provided a primer on land use and zoning:

- Both Bimini Basin and other issues will involve land use and zoning.
- Land Use is the **WHAT?** What can go on that site?
- Density and Intensity: Density – residential - how many units per acre and the Intensity - for non-residential floor area ratio and how much you can build per square foot of land
- Legislative action is based on the will of the majority of the City Council. All testimony is weighed equally
- Zoning establishes the **HOW**, the regulations. Does it have to have a pitched roof, how far are the setbacks, parking entrances, green space specifics, how many trees, etc.
- Land Use is legislative action. No legal supporting documentation but it is based on the will of the majority of the City Council. All testimony is weighed equally
- Zoning is Quasi-Judicial, all testimony is weighed, based on the testimony experts and individuals.

Recessed at 4:08 p.m. and reconvened at 4:15 p.m.

PRESENTATION CREATION – MEMBER MILLER

Member Miller displayed to the Youth Council a proposed presentation titled Cape Coral Youth Council with the following slides:

- What is it?
- What do you talk about?
- Why should I come?
- When is it?

- What if I can't attend?
- Questions?

Member Miller noted she kept this power point short, so that there would be room to add any personal details and upcoming items. She included the flyer that she made up to post around the school; she had paper copies for each school representation to be approved by the administration.

Chair Diaz thanked Ms. Miller for putting together the presentation.

Member Pearson discussed the need for a video on the school news.

Chair Diaz suggested going to the school TV production team to make an advertisement for Youth Council. They should know they can talk to Youth Council members in their own school.

Member Slafer agreed on both proposals, use the power point, record a video of the actual power point presentation to be filmed and used on the news. Each representative should present to the respective schools. He would like an addition to the importance of the youth's input in the Community to make classmates aware of the City's dilemmas.

Member Troche inquired about Twitter or Instagram.

Council Liaison Williams responded that only a Facebook page has been set up. Anything like Twitter or Instagram has to be set up through our Public Information Officer.

Member Troche believed it would be helpful to include handles on the power point presentation.

Chair Diaz – can students manage these accounts?

Council Liaison Williams said he would confirm with the Public Information Officer; he expressed concerns about the posts. He would have Public Information Officer Connie Barron come in to discuss the rules. He agreed that Social Media involvement is important. One slide listed the Bimini Basin, that is the minor part, solicit information from peers on issues, wants, needs, and suggestions to get to staff.

Member Wilson inquired when the timeline could be presented to our peers.

Chair Diaz recommended before the next meeting.

Member Slafer inquired about both members in the same school giving the presentation and discussed any Sunshine conflicts.

Advisor Mazurkiewicz recommended a voice over power point with timed slides to run

automatically; members could make voice overs additions to the initial presentation with timed slide.

Council Liaison Williams - On May 1, 2017, the seniors will have the end of their term.

Member Gibbs requested clarification if we are taking this power point to the schools news or to the classrooms.

Chair Diaz stated he understood the most efficient way would be to present it to the school news and possibly have a voice over on the presentation.

Member Miller responded that it is a great outlet, the best way is to put it out as many times, share it with government teachers, do it yourself, morning announcements, and get it out there.

Member Ellsworth loved the idea of the power point being the back bone of the presentation and requested the addition of Cape TV Channel 98 on the appropriate slide.

Member Pearson moved, seconded by Member Wilson to adopt the Member Miller's presentation as the official presentation with the inclusion of Channel 98.

Council polled as follows: Gibbs, Hare, Lehmann, McArdle-Sykes, Miller, Pearson, Slafer, Troche, Williamson, Wilson, Cerretani, Diaz, and Ellsworth voted "aye." Thirteen "ayes." Motion carried 13-0.

Chair Diaz requested that Assistant City Clerk Bruns to email the finalized presentation to all of Youth Council for their future use.

Assistant City Clerk Bruns responded in the affirmative.

NEXT MEETING AGENDA TOPICS

Member Pearson stated through discussion with Friends of the Wildlife, that the City owned property adjacent to Oasis High School, be made into a walking trail for the public.

Member Wilson requested including getting youth ideas.

Member Slafer stated it would be important for our next meeting to add for an agenda topic the responses that we are getting from our classmates at school. We need to report what we found so far. With the presenting of this video before the next meeting, we should be approached more often by our classmates. It would be important for the entire Council to express their experiences so that we can discuss what is working and what is not working.

Staff Advisor Cagle suggested focus groups (8-10 students) can give an opportunity to

get together to ask your classmates questions, ones that can be formulated here.

Member Slafer moved, seconded by Member Pearson, to add to the agenda topics communication with our schools and the successes and difficulties in doing so.

Council polled as follows: Gibbs, Hare, Lehmann, McArdle-Sykes, Miller, Pearson, Slafer, Troche, Williamson, Wilson, Cerretani, Diaz, and Ellsworth voted "aye." Thirteen "ayes." Motion carried 13-0.

Chair Diaz asked if there were any other points or motions.

Member Pearson discussed the topic he proposed regarding the issue the Friends of Wildlife approached him about.

Member Pearson moved, seconded by Member Wilson to add to the future agenda topics the Oasis High School presentation regarding nature trail to be placed on the April 21, 2017 meeting date.

Council polled as follows: Gibbs, Hare, Lehmann, McArdle-Sykes, Miller, Pearson, Slafer, Troche, Williamson, Wilson, Cerretani, Diaz, and Ellsworth voted "aye." Thirteen "ayes." Motion carried 13-0.

Council Liaison Williams reminded the Youth Council to be careful about how many items they get on the agenda due to the time limit. He stated he would reach out to D.R. Horton; he noted that D.R. Horton has still not made their presentation to Council yet. He suggested he would like to bring in the Public Information Officer to speak about communications and social media.

Chair Diaz asked if there were any other motions.

Member Wilson moved, seconded by Member Pearson to add discussion of Use of Social Media on the next agenda dated April 7, 2017.

Council polled as follows: Gibbs, Hare, Lehmann, McArdle-Sykes, Miller, Pearson, Slafer, Troche, Williamson, Wilson, Cerretani, Diaz, and Ellsworth voted "aye." Thirteen "ayes." Motion carried 13-0.

REPORTS

Member Pearson: Topics: Attended Rotary Club Meeting; Cape Coral Charter School Rally to benefit four Charter Schools this Sunday at German American Club; Monday the City Council will have their Committee of the Whole meeting to discuss Bicycle and Pedestrian Master Plan; requested to be excused at the April 17th meeting to compete for scholarship.

Member Wilson: Topic: Great opportunity for volunteering tomorrow for food distribution for families and individuals in need at the Southwest Florida Military Museum and Library on 4820 Leonard Street from 9 am to 12 noon.

Member Miller: Topic: Reminded everyone to reach out to their news programs and admin to be approved for content. Asked one member from each school to pick up one of the flyers to bring to your admin to be approved for posting at your school.

Member Ellsworth: Topic: Regarding flyers, as soon as they are approved, would we be responsible for getting copies of that for posting at the school.

Council Liaison Williams stated if it can be done at the schools, that would be the least burdensome to everyone until some kind of budgeting can be worked out.

Member Pearson: Topic: He stated at the end of the Rotary Club meeting one of the Rotary Club members suggested that our Youth Council take on the City Council in the cardboard boat regatta.

Member Pearson moved, seconded by Member Wilson to challenge the Cape Coral City Council in the Cape Coral Rotary Club's Cardboard Boat Regatta on April 22, 2017.

Council polled as follows: Pearson, Wilson, and Diaz voted "aye." Gibbs, Hare, Lehmann, McArdle-Sykes, Miller, Slafer, Troche, Williamson, Cerretani and Ellsworth voted "nay." Three "ayes." Ten "nays." Motion failed.

RECOMMENDATIONS TO COUNCIL

None.

REPORTS OF COUNCIL LIAISON AND ADVISORS

Advisor Mazurkiewicz told the Youth Council to feel free to contact him outside of the meeting.

Assistant City Clerk Bruns suggested the flyer can be distributed through the student body email to save on copy costs.

Member Cerretani stated she goes to a private school, and it is completely technology-based school. Announcing it through our technology would be beneficial as opposed to the paper method.

TIME AND PLACE OF FUTURE MEETINGS

A regular meeting of the Cape Coral Youth Council was scheduled for Friday, April 7, 2017 at 2:45 p.m. in Council Chambers.

MOTION TO ADJOURN

There being no further business, the meeting adjourned at 4:45 p.m.

Submitted by,

A handwritten signature in black ink, appearing to read "Kimberly Bruns". The signature is fluid and cursive, with the first name and last name clearly distinguishable.

Kimberly Bruns
Assistant City Clerk

Item Number:	9.A.
Meeting Date:	4/7/2017
Item Type:	BUSINESS

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Use of Social Media Discussion

REQUESTED ACTION:

STRATEGIC PLAN INFO:

1. Will this action result in a Budget Amendment?
2. Is this a Strategic Decision?
 - If Yes, Priority Goals Supported are listed below.
 - If No, will it harm the intent or success of the Strategic Plan?

Planning & Zoning/Staff Recommendations:

SUMMARY EXPLANATION AND BACKGROUND:

Discussion will be held on the following:

1. What the City Uses for Social Media - staff
 2. What the Youth Council would like to use - Youth Council
 3. Request for list compiled at meeting to be researched with a response at a future meeting date
- Advisors

LEGAL REVIEW:

Attached is the City's current Social Media Policy

EXHIBITS:

PREPARED BY:

Division- Department-

SOURCE OF ADDITIONAL INFORMATION:

ATTACHMENTS:

Description	Type
□ Social Media Policy	Backup Material

▣ Presentation from Lt. Dana Coston

Backup Material

ADMINISTRATIVE REGULATION**CITY OF CAPE CORAL**

Subject: Social Media Policy	Effective Date: 4/21/2010	A. R. Number 62
Applies To: All Departments	Supersedes:	Page of 1 of 8

PURPOSE:

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, City of Cape Coral departments may consider using social media tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and the missions of its departments, where appropriate.

The City of Cape Coral has an overriding interest and expectation in deciding what is "spoken" on behalf of the City on social media sites. This policy establishes guidelines for the use of social media.

GENERAL:

1. All City of Cape Coral social media sites posted by City departments will be subject to approval by the City's Public Information Officer.
2. The City of Cape Coral's websites (CapeCoral.net and various separate Parks & Recreation and Economic Development Office sites) will remain the City's primary and predominant internet presences.
 - a. The best, most appropriate City's uses of social media tools fall generally into two categories:
 - i. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information, closings and rainouts).
 - ii. As marketing/promotional channels which increase the City's ability to broadcast its messages to the widest possible audience.
 - b. Wherever possible, content posted to City of Cape Coral social media sites will also be available on the City's main website.
 - c. Wherever possible, content posted to City of Cape Coral social media sites should contain links directing users back to the City's official websites for in-depth information, forms, documents or online services necessary to conduct business with the City.
3. As is the case for the City of Cape Coral's websites, departmentally designated and trained staff will be responsible for the content and upkeep of any social media sites their department may create.
4. Wherever possible, all the City's social media sites shall comply with all appropriate City policies and standards, including but not limited to:
 - a. End User Computing Policy - Administrative Regulation 46
 - b. Information Security Policy - ITS Policy IT-DS5.2-02
 - c. Access to Public Records – Administrative Regulation 44

ADMINISTRATIVE REGULATION**CITY OF CAPE CORAL**

Subject: Social Media Policy	Effective Date: 4/21/2010	A. R. Number 62
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Any exceptions will be approved by the City Web Coordinator's Team and subject to review by the ITS Director and Public Information Officer.

5. City of Cape Coral social media sites are subject to the State of Florida public records laws. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication, is a public record. The Department maintaining the site is responsible for forwarding any Public Records Requests that may be submitted via a social media page to the City Clerk's Office for response. Content related to City business shall be maintained in an accessible format and so that it can be produced in response to a request (see the City of Cape Coral Twitter, and Facebook standards below). Wherever possible, such sites shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure. Users shall be notified that public disclosure requests must be directed to the relevant departmental public disclosure officer.
6. Florida state law and relevant City records retention schedules apply to social media formats and social media content. Unless otherwise addressed in a specific social media standards document, the Department maintaining a site shall preserve records required to be maintained pursuant to a relevant records retention schedule for the required retention period on a City server in a format that preserves the integrity of the original record and is easily accessible. Appropriate retention formats for specific social media tools are detailed in the City Twitter, and Facebook standards detailed below.
7. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between City departments and members of the public. City of Cape Coral social media site articles and comments containing any of the following forms of content shall not be allowed:
 - a. Comments not topically related to the particular social medium article being commented upon;
 - b. Comments in support of or opposition to political campaigns or ballot measures;
 - c. Profane language or content;
 - d. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - e. Sexual content or links to sexual content;
 - f. Solicitations of commerce; However, this does not prevent promoting or selling tickets for Parks & Recreation sponsored trips or events or for City-owned facilities including Sun Splash.
 - g. Conduct or encouragement of illegal activity;
 - h. Information that may tend to compromise the safety or security of the public or public systems; or

ADMINISTRATIVE REGULATION**CITY OF CAPE CORAL**

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- i. Content that violates a legal ownership interest of any other party.

Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available (see the Twitter, and Facebook standards below.)

- 8. The City reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
- 9. The City will approach the use of social media tools as consistently as possible, enterprise wide.
- 10. All new social media tools proposed for City use will be approved by the ITS Director and the Public Information Officer.
- 11. Administration of City of Cape Coral social media sites.
 - a. The City's Web Steering Team will maintain a list of social media tools which are approved for use by City departments and staff.
 - b. The City's Web Steering Team will maintain a list of all City of Cape Coral social media sites, including login and password information. The designated departmental staff will inform the Web Steering Team of any new social media sites or administrative changes to existing sites.
 - c. The City must be able to immediately edit or remove content from social media sites.
- 12. For each social media tool approved for use by the City the following documentation will be developed and adopted:
 - a. Operational and use guidelines
 - b. Standards and processes for managing accounts on social media sites
 - c. City and departmental branding standards
 - d. Enterprise-wide design standards
 - e. Standards for the administration of social media sites

SOCIAL MEDIA STANDARDS:

Standards for both Twitter and Facebook are detailed below:

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A. TWITTER STANDARD:**Purpose**

Twitter is a micro blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, City departments will communicate information directly to their Twitter followers, alerting them to news and directing them to capecoral.net for more information.

Content

- Department communications personnel shall hold and maintain their department's Twitter account.
- Each department will have only one Twitter account, unless otherwise approved by the Web Steering Committee. Account information, including usernames and passwords, shall be registered with the City's Public Information Officer.
- The department's Twitter bio will read: (Department name) Comments, list of followers subject to public disclosure (Chapter 119, Florida Statutes). If appropriate the following will be added: This site is not monitored. Call 911 for emergencies.
- Twitter usernames shall begin with "Cape" (CapePD, CapeFire). In cases where the username is too many characters, use "CC" within the name (SunSplashCC).
- Department Twitter account backgrounds will share a standardized City of Cape Coral logo provided by the Web Steering Committee.
- Twitter accounts shall serve three primary purposes:
 - Get emergency information out quickly
 - Promote City-sponsored events, programs and promotions
 - Refer followers to content hosted at www.capecoral.net
- Information posted on Twitter shall conform to the policies and procedures of the department posting the information. Tweets shall be relevant, timely and informative.
- Twitter content shall mirror information presented on Capecoral.net and other existing information dissemination mechanisms. Communications personnel shall ensure that information is posted correctly the first time. Twitter does not allow for content editing.
- Moderators will only post tweets; the @reply function is strongly discouraged.
- Communications personnel shall be responsive to those constituents who communicate via Twitter's @reply or direct message functions. Communication with followers will be timely and consistent with existing protocols. The designated departmental web coordinator will

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maintain an electronic record of followers and @reply messages for purposes of public records retention.

B. FACEBOOK STANDARD:**Purpose**

Facebook is a social networking site that is growing in popularity particularly among the 35- to 54-year-old age group. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events. This standard is designed for City departments looking to drive traffic to City Websites and to inform more people about City activities. These standards should be used in conjunction with the City's social media use policy.

Establishing a page

When a department determines it has a business need for a Facebook account, it will submit a request to the City's Web Steering Committee. The City's public Information officer will record the login information.

Content

1. Type of 'pages'
 - a. The City will create 'pages' in Facebook not 'groups.' Facebook 'pages' offer distinct advantages including greater visibility, customization and measurability.
 - b. For 'type' description, choose 'government.'
2. Boilerplate
 - a. The City Web Steering Committee will standardize and provide the Facebook page's image, consisting of a picture and the City's logo.
 - b. Departments will include a mission and/or department boilerplate on the Wall Page and send users first to the Wall to connect them to the freshest content. In the event that the Department's Facebook page is set up as a Fan page and the number of characters on the Wall page is limited, the department may include the full city boilerplate sentence and additional disclaimer on the "Notes" page with a reference contained on the Wall page. A City boilerplate sentence should follow the department/program description:

(Insert department) is a department of the City of Cape Coral. This site is intended to serve as a mechanism for communication between the public and [department] on the listed topics. Any comments submitted to this page and its list of fans are public records subject to disclosure pursuant to Florida Public Record law (Chapter 119, Florida Statutes.) Public disclosure requests must be directed to the City Clerk's Office.

ADMINISTRATIVE REGULATION**CITY OF CAPE CORAL**

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- c. If comments are turned on, the Wall page should include a Comment Policy Box with the following disclaimer:

Comments posted to this page will be monitored. The City reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting.

3. Link to the City

- a. A link to www.capecoral.net will be included on the Info page.
- b. City department and project pages should be fans of other City Facebook pages.

4. Page naming

- a. Page name should be descriptive of the department.
- b. Departments will choose carefully with consideration for abbreviations, slang iterations, etc.
- c. The City's Web Steering Committee will approve proposed names.

5. Page administrators

- a. A successful page requires "babysitting." The designated department web coordinator is responsible for monitoring the Facebook page and posts should be approved by this individual.
- b. The department web coordinator is responsible for making sure content is not stale.

6. Comments and Discussion Boards

- a. Comments to the Wall generally will be turned off but may be allowed on a case-by-case basis with request from the department and approval from the City's Public Information Officer. Discussion Boards should be turned off.

7. Style

- a. City Facebook pages will be based on a template that includes consistent City branding. The Web Steering Committee will provide departments with the template.
- b. Departments will use proper grammar and standard AP style, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the City at all times.

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8. Applications

- a. There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.
- b. An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is approved by the Web Steering Committee.
- c. An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

Records Management and Preservation

1. Like email, communication via agency-related social networking websites is public record. This means that both the posts of the employee administrator and any feedback by other employees or non-employees, including citizens, will become part of the public record. Because others might not be aware of the public records law, each page maintained should include the following statement in a convenient location:

Under Florida law, all content on the City of Cape Coral's social media pages is subject to public records law, Chapter 119, Florida Statutes. By becoming a fan/follower of the City of Cape Coral, your information and comments will be a matter of public record. The City is required to retain this information in accordance with the State of Florida retention schedule. This may include information on your own Facebook page.

Florida has a very broad public records law. Most written communications to or from city staff regarding city business are considered to be public records and will be made available to the public and the media upon request. Therefore, your communications with city staff may be subject to public disclosure. Also, under Florida law, email addresses are public records. If you do not want your email address released in response to a public records request, do not send electronic mail to this entity. Instead, contact this office by phone or in writing.

2. Communication through agency-related social media is considered a public record under F.S.119.071 and will be managed as such.

- All comments or posts made to City of Cape Coral account walls or pages are public, not private.

To maintain transparency in our City government communications, account administrators who receive messages through the private message service offered by the social media site should encourage users to contact them at their public email address maintained by the City of Cape Coral. For private messages that account administrators do receive, they should be treated as constituent emails and therefore, as public records. Account

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administrators or another authorized staff member should reply using their City email account.

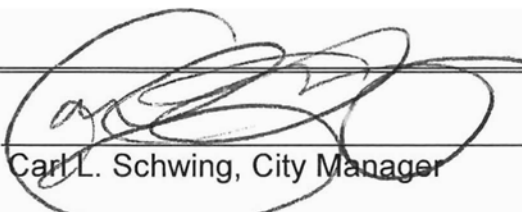
- Privacy settings should be set to public.

Staff must assume responsibility for public records and adhere to the retention schedules set forth by the Florida Department of State, State Library and Archives of Florida.

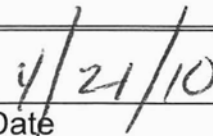
Archive

Each Facebook page will be set up in conjunction with a City email account, which will be set to receive and archive all user comments and fans joining the page for purposes of records retention. Any postings removed from the site will be retained in the same format.

Approved: _____

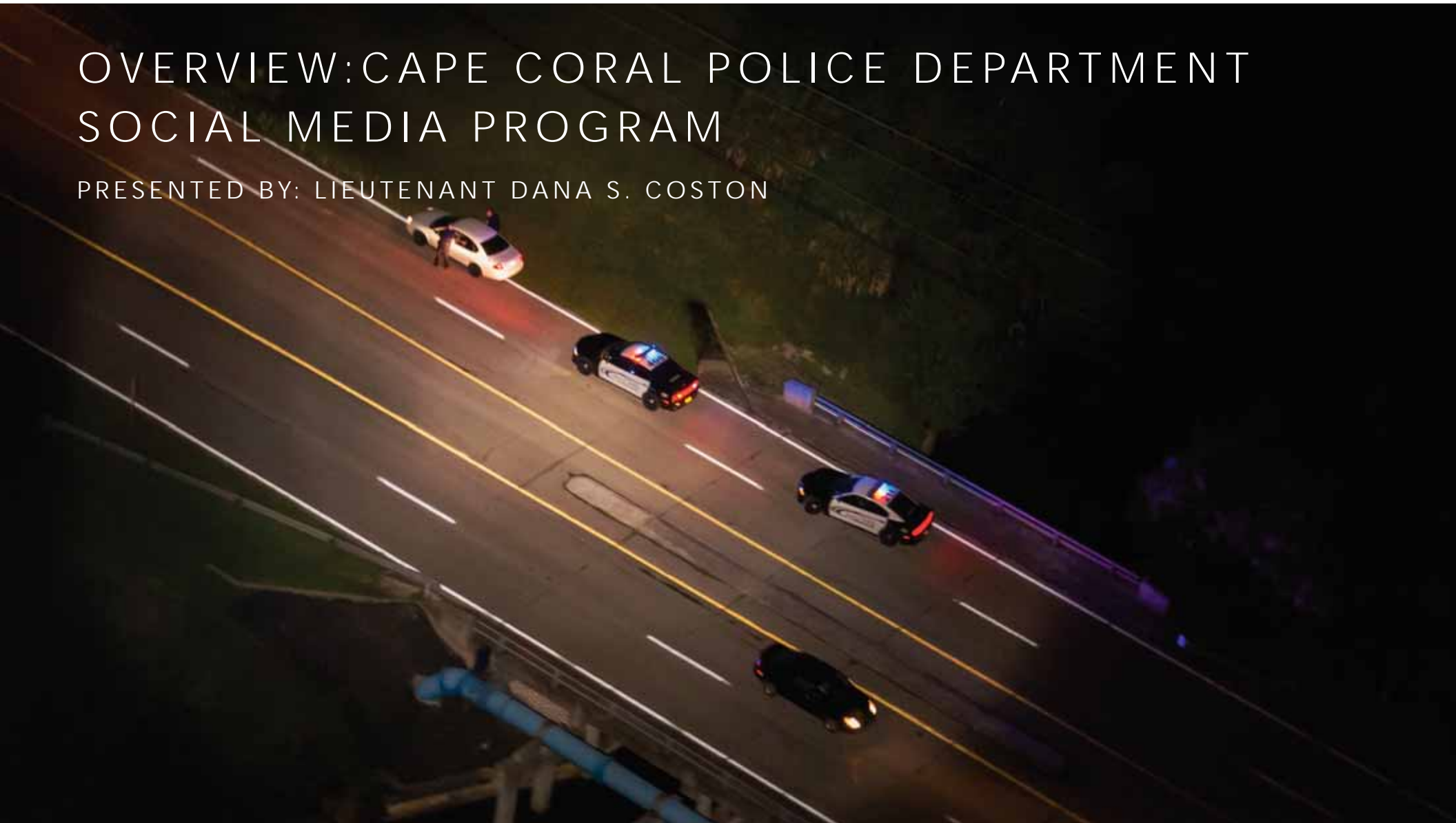

Carl L. Schwing, City Manager

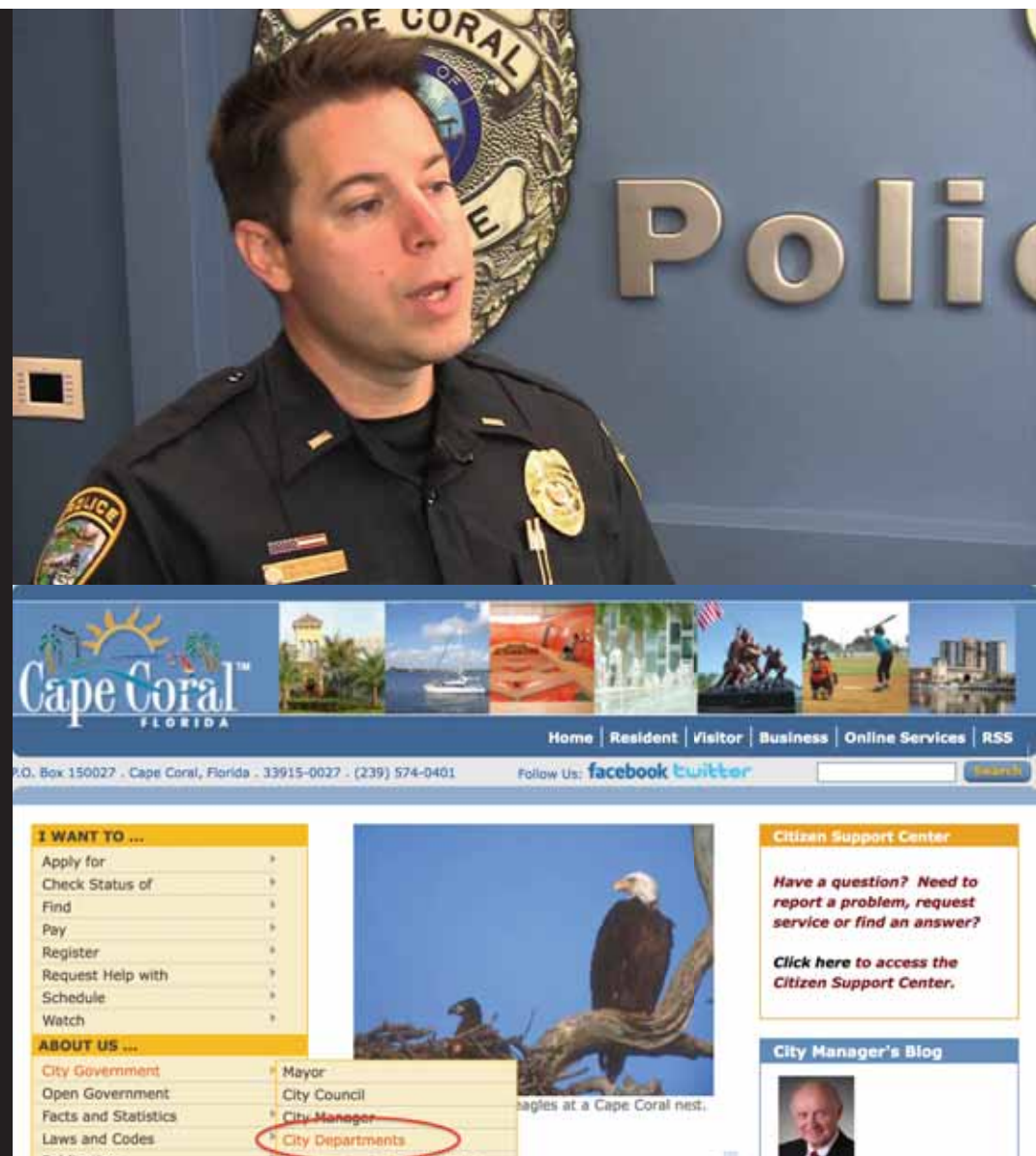
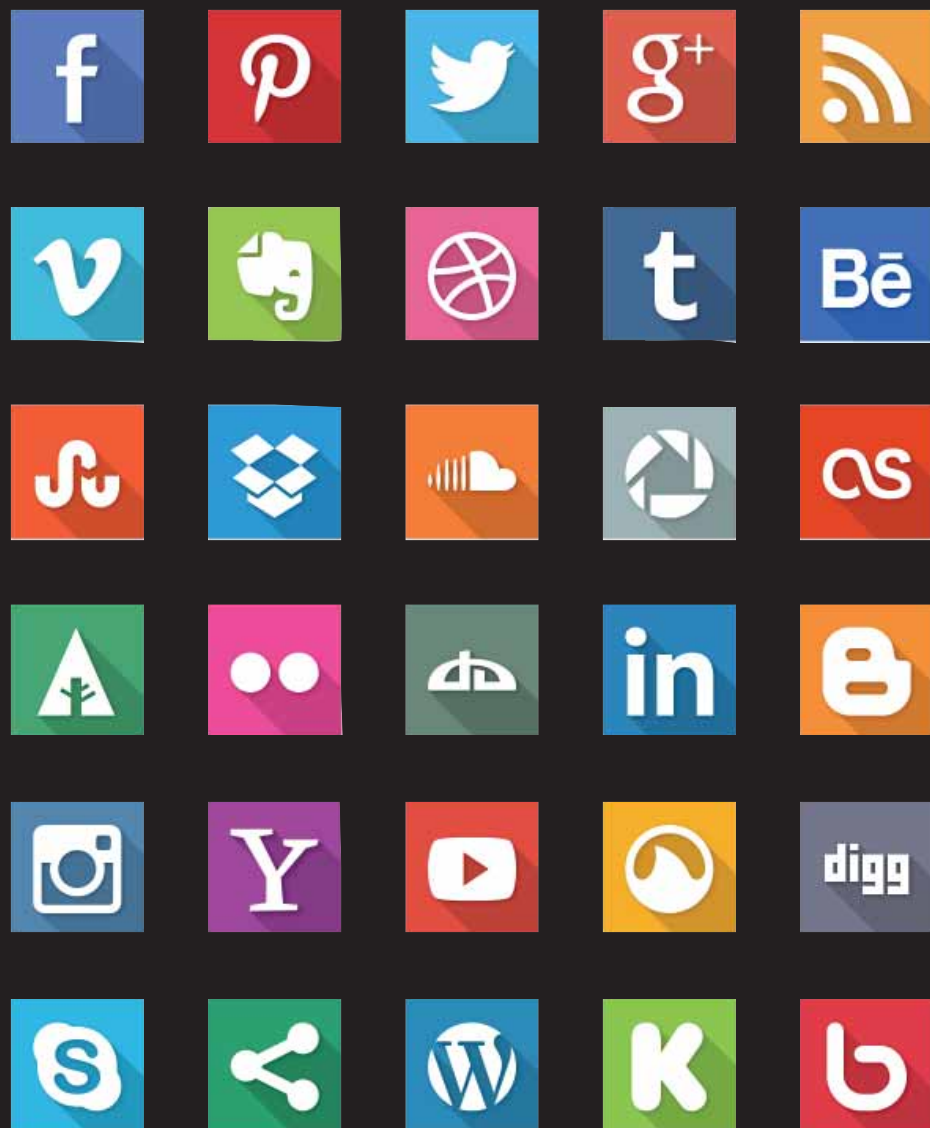
Date


4/21/10

OVERVIEW:CAPE CORAL POLICE DEPARTMENT SOCIAL MEDIA PROGRAM

PRESENTED BY: LIEUTENANT DANA S. COSTON







WHY BE ON SOCIAL MEDIA?

- This is where people are!
 - 71% of adults online use Facebook
 - 23% use Twitter
 - 26% use Instagram
- TV and print media are on the decline when it comes to news
- Decline is even greater in younger demographics

WEBSITES VS. SOCIAL MEDIA

- Website
 - **Official** presence on the web
 - Increasingly moving to mobile
 - More static in nature
 - Declining in popularity
- Social Media
 - **Informal** or relaxed tone
 - Empowers you to reach citizens directly
 - Creates conversation and **engagement**



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Cape Coral Police Department

1100 Cultural Park Boulevard
Cape Coral, FL 33990
(239) 574-3223



QUESTIONS?



Item Number:	9.B.
Meeting Date:	4/7/2017
Item Type:	BUSINESS

AGENDA REQUEST FORM
CITY OF CAPE CORAL



TITLE:

Communication with our Schools and the Successes and Difficulties in Doing so

REQUESTED ACTION:

STRATEGIC PLAN INFO:

1. Will this action result in a Budget Amendment?
2. Is this a Strategic Decision?
 - If Yes, Priority Goals Supported are listed below.
 - If No, will it harm the intent or success of the Strategic Plan?

Planning & Zoning/Staff Recommendations:

SUMMARY EXPLANATION AND BACKGROUND:

LEGAL REVIEW:

EXHIBITS:

PREPARED BY:

Division- Department-

SOURCE OF ADDITIONAL INFORMATION: