

THE FLOWER MOUND SOCIAL MEDIA ADVISORY COMMITTEE MEETING HELD ON THE 29TH DAY OF JUNE 2015, IN THE FLOWER MOUND TOWN HALL, LOCATED AT 2121 CROSS TIMBERS ROAD IN THE TOWN OF FLOWER MOUND, COUNTY OF DENTON, TEXAS AT 6:00 P.M.

The Committee met in a meeting with the following members present:

Jeff Tasker, Chair
Don McDaniel
Eric Jellison
Brad Ruthrauff
Renee Doyle
Jason Hitt

No members were absent.

With the following members of the Town staff participating:

Tracy Knierim, Executive Director of Community Relations, ex-officio
Molly Fox, Communications and Marketing Manager, ex-official
Theresa Scott, Town Secretary, staff liaison

A. CALL MEETING TO ORDER

Chairman Tasker opened the meeting at 6:00 p.m.

B. INTRODUCTION OF MEMBERS

Each committee member introduced themselves, and Ms. Doyle disclosed having received a letter from a Flower Mound developer requesting a social media post she made be removed.

C. REVIEW OF CHARGE (GOALS AND OJECTIVES)

1. Town Council Resolution No. 12-15

- The committee discussed the charge as outlined in the Resolution

Ms. Knierim or Ms. Fox responded to questions from the Committee or offered comments as follows:

- Does the Town have any control mechanisms that the Town has that would not be afforded to public users
- Does the Town currently monitor the Town's Facebook page
- Is the Town using any 3rd party to archive the site from a retention perspective
- Consider bringing in representation from the Human Resource Department

Committee Discussion

There was discussion by the Committee as follows:

- Protection layers as it relates to elected officials speaking as an individual that it is not punitive in nature

The following information was requested for future review by the Committee:

- The Town's personnel manual that might identify any policy related to social media
- A listing of all the Town employees who currently administer any Town sponsored social media pages
- An inventory of the Town's social media sites

D. PUBLIC PARTICIPATION

1. David Johnson

F. COORDINATION OF CALENDARS

The Committee agreed to have their next meeting on July 8th and July 29th, with a preference of Town Hall as the primary location, and the new senior center as the second choice, and the start time of 6:00 p.m.

G. ADJOURN MEETING

The meeting was adjourned at 6:31 p.m.