



Downtown Community Planning Council San Diego
Planning a Vibrant Downtown for All

Communications Committee Meeting
January 11th, 5:30 PM, 2024
12th Floor Committee Room, City Hall, 202 C Street, San Diego, CA, 92101

[ZOOM Online Link](#)

[Twitter](#) | [Instagram](#) | [TikTok](#)

You can email public comments to chair@downtownplanningsd.org; please write "PUBLIC COMMENT" in the subject line.

I. Call to Order & Roll Call

II. Non-Agenda Public Comment

Public comment will be limited to 1-minute per person if there are many speakers present. Maximum of 8 non-agenda public comment speakers at this time; additional speakers can speak at the end.

III. Brand Guide

Action Item

Committee to discuss internal brand guide and approve if fit.

IV. Distribution of Work Plan

Action Item

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Committee to review current and proposed accounts, who will manage each one, what content will be posted and by what time, and more.

V. Information Preservation Policy

Action Item

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Committee to review approve

VI. Adjournment

Next meeting on TBD.

Help Us Make Streets in Downtown Safer!

Are there streets that need safety improvements? Streets you've had dangerous encounters on? Please let SANDAG know with their easy-to-use mapping tool! [Click here to use the tool.](#)

Help Us Improve Mobility in Downtown San Diego

Do you ride the FRED (Free Rides Everywhere Downtown)? If you do or don't, please share your thoughts on the service and how we can improve it by [clicking here.](#)

Distribution of Work Plan [DRAFT]

Each Committee member should manage at least one account.

Active Accounts:

- Twitter
- Instagram
- TikTok

Proposed Accounts:

- Facebook
- Nextdoor

At least one Committee member should create the content that will be posted.

The following content should be posted on the accounts:

- A post on the board meeting the Friday before.
- A post on the board meeting the day of.
- Surveys, announcements, and content shared to us by other agencies.
- Development updates (e.g., a new permit that was pulled, building proposals shared by developers/architects, City plans).

Electronic Communications Retention Policy [DRAFT]

1. Purpose

The purpose of this policy is to ensure the proper retention and management of electronic communications related to the Downtown Community Planning Council's (DCPC) digital accounts. This includes, but is not limited to, DCPC email and social media accounts.

2. Scope

This policy applies to all members, staff, and volunteers of DCPC.

3. Definitions

"Electronic Communications": Any form of communication transmitted by electronic means, including emails, social media interactions, text messages, instant messages, and other digital communication platforms.

"Retention Period": The specific duration for which electronic communications must be stored.

4. Policy

All electronic communications pertaining to official digital accounts of DCPC must be retained indefinitely from the date of creation.

5. Responsibilities

5.1. The Executive Chairperson and Communications Committee, as the ones overseeing the digital accounts, are responsible for the implementation and oversight of this policy.

5.2. All DCPC members are responsible for adhering to this policy and ensuring electronic communications are retained as specified.

6. Compliance

Failure to comply with this policy may result in disciplinary action, including removal from Committees and assignments.

7. Review and Modification

This policy shall be reviewed and modified as necessary to ensure effectiveness and compliance with relevant laws and regulations.