



MEMORANDUM

March 24, 2022

TO: Board of Commissioners

RE: **Administrator's Updates/Public Information Officer**

For many years, I have been providing the Board of Commissioners (Board) with a written Administrator's Update during these Board Meeting which is also earmarked on the agendas. When this process formalized the Board and I contemplated sending these updates out to the local units of government. It was decided back then to wait and see how the update would develop. Today, this same update is successfully delivered consistently.

Over time, as the general need for more readily available information continues to increase, I am inquiring of the Board as to whether we would like to distribute these update for broader benefit. Outlined within the County Administrator's (CAO) job description, the Board has assigned the following authority,

"Serves as the Public Information Officer for all matters under the authority of the Board of Commissions and at times for the whole organization. Develops, reviews, and distributes press releases based on formal decisions of the Board of Commissioners and factual information. Interacts directly with all forms of media."

As such, I want to ensure I am meeting expectations and releasing information throughout the County.

If the Board sees the broader benefit and matching authority of the CAO, I recommend approval for my office to release the updates in phases:

1. Immediately begin release of update as it currently exists to Allegan County Local Units via email.
2. Over a period of time, my office will modified the update for a broader media release via email.
3. Then, further over time, highlights of the update will be distributed via a third party tool to the general public wishing to receive it (subscription).

I respectfully seek Board direction on this inquiry and recommendation.

Robert J. Sarro