

Town Of Shaftsbury

Rules OF Procedure:

SOCIAL MEDIA ADVISORY COMMITTEE:

SECTION I: MISSION STATEMENT

The Shaftsbury Media Advisory Committee (SMAC) is established by the Board of Selectmen (BOS) to provide technical assistance to the Town utilizing experienced citizens of Shaftsbury, and to provide recommendations for proper and effective use of technology including systems and peripherals, web presence, social media, processes, and related policies.

SECTION II: DUTIES OF THE MEDIA ADVISORY COMMITTEE

- A. Provide a forum in which to discuss Information Technology as it applies to the Town, departments, and employees presently, as well as in the future.
- B. Use group expertise to define and encourage best use of Information Technology as it relates to the Town web presence, social media, and other internet services (TBD) to better communicate and deliver information to the residents.
- D. Summarize meeting minutes, opinions, and information reviewed for use by the BOS, other boards, department heads, and residents in an effort to provide the best possible information for the ongoing technology decision making process. *(See Appendix A for examples)*
- E. Provide available technical assistance to the Town Webmaster in matters outside that individual's expertise or scope of operations. *(See Appendix A for examples)*
- F. Provide a quarterly report of activities to the BOS.

SECTION III: MEMBERSHIP

The SMAC, as established by the BOS, shall consist of four (4) resident members appointed by the BOS, the Webmaster, a Selectperson, and one (1) additional rotational staff member (non-voting).

- A) Except as may be required to fill the balance of vacancies involving unexpired terms, appointments shall be for a term of three (3) years .
 1. Upon the initial adoption of these Rules of Procedure, all then existing members' terms shall be converted to staggered terms not to exceed three (3) years such that, henceforth, no more than three (3) members' terms shall expire in a given year.
- B) A person unable to complete their term shall notify the Chairman immediately. When a vacancy occurs, for whatever reason, the SMAC shall advertise and interview for a replacement applicant(s) and make an appropriate recommendation to the BOS for consideration.
- C) The SMAC may recommend to the BOS the replacement of any member having three (3) consecutive, unexcused absences.
- D) Officers shall be: Chairman, Vice-Chairman and Secretary. Officer terms shall be one (1) year. Officers are elected by the SMAC and may be re-elected. Elections shall be at the first meeting in April.
- E) A minimum quarterly meeting schedule, including time and location, shall be established. Notice of said meeting will be published on the Town Webpage, and posted in three (3) public places one of which may be the Town Clerks Office. The meeting date or time may be changed by a vote of the TAC.

Additional meetings may be called by the Chairman with proper notice.

- F) In order to conduct a meeting, a quorum consisting of a simple majority must be present.
 - 1. All meetings will be conducted in compliance with Vermont Open Public Meeting Rules.
 - 2. Participation in a scheduled meeting by a member via telephone or other electronic means may be permitted at the discretion of the Committee.
 - 3. When one or more members of the Committee are participating via telephone or other electronic means, all votes shall be by a roll call.
- G) Meeting agenda shall consist of: Announcements, Scheduled Agenda Items, Old Business, and New Business.
- H) Minutes of each meeting shall be recorded and made available to the public in accordance with the provisions of the Vermont Open Public Meeting Rules.
- I) Matters involving conflict of interest will be handled in accordance with the Town of Shaftsbury's Conflict of Interest policy.

SECTION IV: ROLES OF MEMBERS

A) CHAIRPERSON: Duties are as follows:

- 1. Finalize meeting agendas.
- 2. Support volunteer technical assistance by setting priorities for future SMAC development. Commitment to the SMAC and its values; an understanding of SMAC objectives, Committee members' expertise, and relationships needed.
- 3. Call meetings to order at the time the SMAC is set to meet by calling members to order.
- 4. Announce business before the SMAC in the order it is to be acted upon.
- 5. Recognize members entitled to the floor.
- 6. State and put to vote all the questions which are regularly called or necessarily arise in the course of the proceedings, and announce the result of the vote.
- 7. Assist in expediting all business in every way compatible with the rights of the members by:
 - a) Allowing remarks when non-debatable motions are pending.
 - b) Calling a recess to permit restoration of order or clarification of an obscure point if s/he thinks it advisable.
 - c) Guiding members when engaged in a debate to stay within the rules of order.

B) VICE-CHAIR: Duties are as follows:

- 1. Preside in the Committee Chair's absence, assuming temporary Chair responsibilities.

C) **SECRETARY**: Duties are as follows:

1. Record the minutes of the meeting.
2. Provide minutes of meetings to the public upon request, and otherwise assist in compliance with the open public meeting rules.
3. Maintain records and files of action items, projects and activities as needed.

CI) **MEMBER**: Duties are as follows:

1. Know and understand the SMAC's purpose and scope.
2. Prepare for meetings, attend meetings and participate in discussions.
3. Participate in recommendation making.
4. Carry out specific task/action item assignments by the due date and report back to the committee.

SECTION V: AMENDMENT PROCEDURE

Upon recommendation of the SMAC, these Rules of Procedure may, from time to time, be amended by a majority vote of the BOS at a regularly scheduled meeting. Notice of proposed changes shall be posted in at least two (3) public places, one of which must be the Town Hall, at least fourteen (15) calendar days prior to the date of the meeting.

SECTION VI: EFFECTIVE DATE

These Rules of Procedure shall take effect immediately upon adoption by the BOS and shall supersede any and all such Rules previously enacted.

Adopted by the BOS - May 5, 2022

APPENDIX A

AREAS IN WHICH THE SMAC MAY BE OF ASSISTANCE, AS NEEDED

- Review and recommend Information Technology products as deemed necessary.
- Review and recommend changes and enhancements to Town's web presence.
- Annually review the policies directly related to the use of Information Technology and recommend changes as needed.
- Partner with individual departments to help make better use of Information Technology.
- Provide technical assistance and support when asked by the Webmaster.
- Provide expertise in the following areas:
 - Web Site Technology
 - Social Media Technology
 - Internet Security
 - Process Review
 - Policy Review
 - Technical Support Document Assistance