

RESOLUTION ESTABLISHING COMMUNICATIONS COMMITTEE  
AND MEDIA POLICY

WHEREAS, Willow Fork Drainage District (the "District") is a political subdivision of the State of Texas created and operating under the provisions of Article XVI, Section 59 of the Texas Constitution, and Chapters 49 and 51 of the Texas Water Code, as amended; and

WHEREAS, the District's Board of Directors (the "Board") hereby seeks to establish a Communications Committee of two members to facilitate and manage decisions concerning the District's communication to the public and media (the "Communications Committee");

WHEREAS, the District acknowledges that the Board meets only once or twice a month, and the District's community outreach will necessitate a greater degree of daily management and may require a delegation of certain of its operations to members of its Communications Committee in order to timely manage, operate and maintain its media operations;

WHEREAS, the Board wishes to clarify its policy regarding the delegation of certain matters to the Communications Committee;

WHEREAS, Sec. 49.056, Texas Water Code, authorizes the Board to employ or contract with a person to perform services as a general manager, and the Board may delegate to the general manager full authority to manage and operate certain affairs of the District;

WHEREAS, the Board has hired a communications director who serves as general manager for communications-related activities, April Renberg (the "Communications Consultant"), and the Board wishes to delegate certain management duties to the Communications Consultant;

WHEREAS, the Board wishes to further clarify its policy regarding media, community outreach, and public relations; NOW, THEREFORE,

BE IT RESOLVED BY THE BOARD OF WILLOW FORK DRAINAGE DISTRICT THAT:

Section 1: The Board hereby establishes the Communications Committee of the Board consisting of the following Board members: Richard Ward and Wendy Duncan. The Board may appoint up to two members of the Board to the Communications Committee at any time.



Section 2: The Board authorizes the Communications Committee to make operational decisions for communications and media projects that have previously been approved by the Board, including, (1) any emergency communications system approved and implemented by the District; (2) a neighborhood communications system (such as LUKE); (3) the District's website, located at <http://willowforkdrainagedistrict.com/>; (4) the District's social media presence, including any District accounts on Facebook, Twitter, Instagram, or any other social media platform; and (5) any other related media or communications policies directed by the Communications Committee.

Section 3: The Board recognizes that members of the media may contact the Board or its consultants from time to time. The Board and its consultants will direct all media inquiries to legal counsel to communicate with the media.

Section 4: The Board has engaged April Renberg as its communication consultant to identify and implement its communication objectives and authorizes the Communications Consultant to execute contracts for communications-related activities, that (1) have been approved by the Board and District's legal counsel; and (2) that do not exceed payment of District funds over \$2000 in a calendar year.

Section 5: The Board authorizes a Communications Committee member to consider proposals by the Communication Consultant for projects that will be brought to the Board for final approval. The Board authorizes a Communications Committee member to approve details related to theme, character, or design for media or communications projects that have been approved by the Board.

Section 6: The Board authorizes the Communications Committee to develop and manage the content of the District's website, in accordance with the District Website Policies memorandum attached hereto as **Exhibit A**. The Communications Committee is authorized to designate the development and management of the District's website to the Communications Consultant. The District's website shall be subject to annual review by the District's legal counsel.

Section 7: The Board may develop a social media platform to communicate with its residents. The Board authorizes the Communications Committee to develop and manage the content of the District's social media (including Facebook, Twitter, Instagram, or any other social media platform), in accordance with the District Website Policies memorandum attached hereto as **Exhibit A**. Once such platform is approved by the Board, the Communications Committee is authorized to delegate the development and management of the District's social media presence to the Communications Consultant. The District's social media shall be subject to annual review by the District's legal counsel.

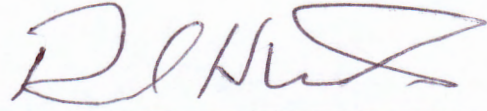
Section 8: Any content, communications, or information that is not included either on the District's website or the District's official social media platforms are solely the views and opinions expressed as to the administrator of such third party website or social media accounts, and are expressly disclaimed by the District.

Section 9: The Board authorizes a Communications Committee member to authorize expenditures not to exceed \$1,000 per occurrence with a \$5,000 limit per 30 day period if within the scope of a media or communications project that has been approved by the Board. Upon approval by the Communications Committee member, the District's bookkeeper may arrange for payment of such authorized expenditures.

Section 10: The Board reserves the right to retain all decisions related to any media or communications project which, in its discretion, the Board determines, must be brought to the Board for decisions related to any or all matters.

[EXECUTION PAGE FOLLOWS]

PASSED AND APPROVED this 22<sup>ND</sup> day of May, 2019.



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President, Board of Directors

ATTEST:



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Secretary, Board of Directors

(SEAL)

