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Bob Gormley, *District Manager*



Antony Wong, *Treasurer*  
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## COMMUNITY BOARD No. 2, MANHATTAN

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### Bylaws Working Group

The Bylaws Working Group (“BWG”) of Community Board 2, Manhattan (“CB2”) held a virtual meeting via Zoom on May 10<sup>th</sup> at 5:30 pm.

**Committee Members Present:** Susan Kent (Chair), David Gruber, Michael Levine, Matthew Metzger

**Committee Members Absent with Notice:** Katy Bordonaro

**Other CB2 Members Present:** Carter Booth, Valerie De La Rosa, Jeannine Kiely, Donna Raftery

**Agenda:** 1. Discussion of attendance requirements in light of change to the Open Meetings Law to permit hybrid meetings.

2. Review of additional comments on draft Communication Policies.

The BWG has taken up for discussion the amendment of NYS’s Open Meeting Law in order to determine what changes, if any, are needed in the bylaws to allow board members to participate virtually. Of concern, from a bylaws perspective, is not merely that they permit the use of the now-available hybrid model, but that it will be employed in a manner that is fair, consistent, and does not jeopardize the board’s work. CB2 chair J. Kiely informed everyone that the BP’s office would be providing community boards with a guide to best practices.

There was consensus that the hybrid model, as currently available, raises logistical, technical, and fairness concerns. As per the agenda, the focus of discussion was attendance: how to ensure that all meetings satisfy the quorum requirement that a majority of the appointed board members are physically present. It was noted that this requirement, while applicable to all official CB2 meetings, poses unique challenges in connection with full board meetings; these are only exacerbated by the limited technical resources available. Further, a failure to achieve and/or maintain quorum would nullify any resolutions passed. In the interest of preventing

complications while the subject continues to be considered (and guidance is awaited), the BWG suggests the following:

1. The presumption should be that all members will resume in-person attendance at full board meetings.
2. Only those members who are unable to be physically present should be permitted to attend virtually.
3. Permission to attend virtually should be determined on a case-by-case basis, with preference given to those with a medical condition that prevents in-person attendance.

Lastly, the chair turned to the second agenda item and asked for any comments on the most recently circulated draft. A proposal was made to include a specific recommendation that all inquiries regarding CB2's official position be referred to the board office. A copy of this document is attached hereto as **Exhibit A**, and it is anticipated that a resolution seeking its adoption will be presented at CB2's June meeting.

The meeting was adjourned at approximately 7:25 pm.

Respectfully submitted,  
Susan Kent, Chairperson

## **EXHIBIT A**

### **Communications Policies**

#### **Public Statements**

When making a public statement, whether made in a verbal, written, or electronic form, it is a Member's responsibility to clearly state that they represent only themselves; they are to avoid creating the impression that they represent Manhattan Community Board 2 ("MCB2"), or are permitted to speak on its behalf, unless expressly authorized to do so. A "public statement" are any remarks made with the expectation that they will be shared at some point with the public, whether made to the press, disseminated electronically (including posting on a social media platform), or made and/or submitted at any event to which the public is invited. To avoid confusion, a Member shall identify themselves as a Member of MCB2 but shall use reasonable efforts to make it clear that they are speaking solely in a personal, and not an official capacity. Any inquiry seeking the official position of MCB2 should be directed to the Board office.

#### **Use of Name and Likeness**

To further promote transparency and consistent with a Member's obligations as stated above, a Member is to use reasonable efforts to avoid having their name and/or likeness reproduced or otherwise used in a manner that could create the impression that they are functioning as an official representative of MCB2, except when such Member has been formally appointed to represent the interests of the Board, and then only in the particular context of such appointment.

#### **Social Media Policies**

##### Purpose of Use

Any engagement through the use of social media should be guided by the principle that its use is to further MCB2's connection with the community it serves and to educate and inform the public on its activities and positions. Thus, the primary goals behind MCB2's social media platforms and content are 1) to encourage and increase public participation in MCB2's meetings and activities, and 2) to keep the public informed about updates and changes to the Board's official work.

### Technical Management

Technical management of all social media accounts shall be the responsibility of the Board office. All MCB2 social media accounts should be registered under an email address controlled by the Board's staff, and should be shared only with Board members and select persons who have been designated as content contributors. The Board staff shall ensure that notices of all committee, working group, and full Board meetings from the monthly calendar of meetings are posted to the Board's social media accounts as appropriate. Such posts shall identify the committee (or working group, etc.) and the time and location of each meeting.

Inquiries regarding MCB2's social media presence should be directed to the Board office.

### Branding

The Chair, in consultation with the Executive Committee, may develop a style guide for the MCB2 brand to ensure consistency across all communications. This may include:

- a visual identity that may include a logo, fonts, colors, and guidelines for images;
- a Zoom background for use by MCB2 Members when conducting official business, either during MCB2 meetings or when representing MCB2 on other Zoom calls;
- standard language for use on social media and in all other official communications when describing MCB2, its purpose, and its work;
- rules about how to indicate which are official MCB2 materials, such as always providing information about the Board website;
- templates for routine communications materials;
- guidelines for branding social media accounts.

### Posting Original Content

The focus of MCB2's social media accounts should be the posting of original content (including meeting schedules and agendas). Content from secondary sources should be selected with an eye to enhancing and supporting the Board's original content and established positions and should avoid creating the appearance of bias.

Original content not generated by MCB2, such as photographs and videos, and not in the public domain cannot be posted on its social media accounts without express permission from the owner of said materials. Reposting or sharing third-party material via an article link or reference to the original text or material does not require permission if it adheres to the rules laid out in these Communications Policies.

Any Member of MCB2 may request that high value information that is available on the Internet be linked to via a post/tweet on the Board's social media accounts. All requests are to be forwarded to the Chair to provide them with an opportunity to approve or reject the link. A link may be posted/tweeted only if approved by the Chair, who shall attempt to respond to all requests within 48 hours of receipt. A request that is rejected or not approved may not be posted/tweeted. It is the prerogative of the Chair to define whether information is of "high value," *i.e.* information that does not originate with MCB2 but which clarifies or illustrates subjects addressed or contemplated for review by the Board, supports official Board positions, or otherwise educates the community on issues relevant to the Board's functioning or operations.

### Reposting/Retweeting

A Member may make a written request to the Chair that a link be posted on the Board's social media accounts in order that an article, blog post, or other item be reposted/retweeted on the Board's accounts. Reposted/retweeted items should be of specific relevance to the Board, not just the community in general and, if referenced, should reflect the work of the Board in a neutral or positive light.

Only items approved by the Board Chair may be reposted/retweeted. The Chair shall attempt to respond to all requests within 48 hours of receipt. An item rejected or not approved shall not be reposted/retweeted.

### Limitations on Use

CB2M social media platforms and content should never promote or seek to increase the exposure of a for-profit commercial enterprise, an elected official or a candidate for political office, or advocate for any person or organization unless it is to promote an event of which MCB2 is a sponsor, co-sponsor, or participant. The creation or use of social media accounts operated by third parties purporting to represent MCB2 or claiming to represent the Board's official views are prohibited; it is the responsibility of the Board staff to identify any unofficial accounts that purport to be official MCB2 accounts and to take the appropriate steps promptly to shut down unofficial accounts.

Final decisions on the use of social media platforms and content are the prerogative of the Chair who, in consultation with the Executive Committee, shall determine whether, and to what extent, the Board shall make use of social media platforms.

### Crisis Management

In the event a MCB2 social media account is hacked or a post has been made erroneously (*e.g.* tweeting from the Board's account instead of from a personal account), the Chair and the Board office are to be notified immediately. Based on the content of the post and the duration of time it has been up, the Chair shall determine whether or not a statement is to be issued on the platform where the incident occurred.