

Jeannine Kiely, *Chair*
Susan Kent, *1st Vice Chair*
Valerie De La Rosa, *2nd Vice Chair*
Bob Gormley, *District Manager*



Antony Wong, *Treasurer*
Eugene Yoo, *Secretary*
Ritu Chattree, *Assistant Secretary*

COMMUNITY BOARD NO. 2, MANHATTAN

3 WASHINGTON SQUARE VILLAGE

NEW YORK, NY 10012-1899

www.cb2manhattan.org

P: 212-979-2272 F: 212-254-5102 E: info@cb2manhattan.org

Greenwich Village ✦ Little Italy ✦ SoHo ✦ NoHo ✦ Hudson Square ✦ Chinatown ✦ Gansevoort Market

Bylaws Working Group

Since the June full board meeting of Manhattan Community Board 2 (“MCB2”) the Bylaws Working Group (“BWG”) has held two virtual meetings via Zoom, the first on June 30th at 5:30 pm, and the second on July 18th at 6:30 pm.

First Meeting

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

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

Agenda: Discussion of revised Communications Policies draft.

This second meeting of the month was dedicated to reviewing the revised draft of the Communications Policies prepared by BWG member M. Metzger, which had been distributed just previous its June 14th meeting. A blacklined version was reviewed section by section, and comments were solicited. The results were incorporated into a revised draft that is attached hereto (a blacklined version is available on request), and which will be discussed at a future meeting.

The meeting was adjourned at approximately 6:50 pm.

Second Meeting

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

Committee Members Absent with Notice: Katy Bordonaro, David Gruber

Other CB2 Members Present: Carter Booth, Jeannine Kiely, Donna Raftery

Agenda: Readthrough of entire Bylaws draft, Part I.

BWG began the process of a complete readthrough of the current draft of the Bylaws. The first three sections (Membership, Conflicts of Interest, and Officers of the Board) were read line by line, and comments were solicited. This feedback is to be incorporated into a new draft. The chair estimated that the entire readthrough process will be completed and a new draft ready for general review prior to the full board meeting in September.

The meeting was adjourned at approximately 8:05 pm.

Respectfully submitted,
Susan Kent, Chairperson

DRAFT – Communications Policies – DRAFT

I. Public Statements

- A. When making a public statement that reasonably could be construed as a statement of the Board or representing Board policy, it is a Member's responsibility to make clear that they represent only themselves and that their remarks are not a statement of the Board nor Board policy. This is true whether the statement is made in a verbal, written, or electronic form.
- B. Board Members should not create the impression that they represent the Board or are permitted to speak on its behalf, unless expressly authorized to do so by the Chair.
- C. A "public statement" is any remark made with the understanding that it may be shared with the general public and that may be reasonably construed to reflect the official position of the Board. This includes, but is not limited to, statements to the press, statements sent or posted electronically, or made and/or submitted at any event to which the general public is invited or can attend.
- D. Any inquiry seeking the official position of the Board should be directed to the Board office or the Chair.

II. Use of Name and Likeness

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 an official representative of the Board, 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.

III. Social Media Policies

- A. Purpose of Use
 - i. Any engagement through the use of social media should be in furtherance of the Board's engagement with the community or to educate and inform the public.
 - ii. The primary goals of the Board's social media accounts and content are

- a. encourage and increase public participation in the Board's meetings and activities, and
- b. to keep the public informed.

B. Technical Management

- i. Technical management of all social media accounts shall be the responsibility of the Board office.
 - a. All Board 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.
 - b. The Board staff shall ensure that notices of all committee, working groups, and Board meetings are posted to the Board's social media accounts as appropriate.
- ii. Inquiries regarding the Board's social media presence should be directed to the Board office.

C. Branding

- i. The Chair, in consultation with the Executive Committee, may develop a style guide for the Board to ensure consistency across all communications. This may include, but is not limited to:
 - a visual identity that may include a logo, fonts, colors, and guidelines for images;
 - a Zoom background for use by Board Members when conducting official business while representing the Board;
 - standard language for use on social media and in all other official communications when describing the Board, its purpose, and its work;
 - rules about identifying official Board materials, such as always providing information about the Board website;
 - templates for routine communications materials;
 - guidelines for branding social media accounts.

.D. Posting Original Content

- i. The focus of the Board'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.
- ii. Media, including photographs and videos, not in the public domain cannot be posted on the Board's social media accounts without the express permission of the media's owner, provided however that reposting or sharing third-party material via an article link or reference to the original text or material does not require such permission.
- iii. Any Board Member 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, who shall approve or reject the request for a post. 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 the Board 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.

E. Reposting/Retweeting

- i. 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.
- ii. 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.

F. Limitations on Use

- i. The Board's 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 in the furtherance of the Board's service to the community.
- ii. The creation or use of social media accounts operated by individual Board Members purporting to represent the Board is prohibited. It is the responsibility of the Board staff to identify any unofficial accounts that purport to be official Board accounts and to take promptly any appropriate steps to shut such accounts down, and the Board office shall ensure that all posts comply with these Communications Policies and all applicable rules and laws.

G. Crisis Management

In the event a Board 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. The Chair shall then determine if any further action is necessary.

H. Final Authority

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.