

Agenda Item: 3.c

Meeting Date: July 9, 2026

MEMORANDUM

To: City Commission

Through: Jennifer K. Bramley, City Manager

From: Michelle Wells

Date: 2026-06-12

Subject: Resolution 26-10, repealing Resolution 09-39 which established the Public Relations Advisory Action Committee

Presenter(s): Sue Burness, Director of Communications

Staff Recommendation: Staff recommends adoption of Resolution 26-10 sunsetting the Public Relations Advisory Action Committee.

Strategic Themes: Good Governance

Boards & Committees: N/A

Budget Impact: N/A

Past Action: The Public Relations Advisory Action Committee was established by Resolution 09-39 on November 5, 2009. Consensus direction was provided by Commission at both the February 14, 2025, Strategic Planning Workshop and the February 3, 2026, Commission Workshop for sunsetting the Committee.

Next Action: N/A

Attachments: [A. Resolution 26-10 Sunset PRAAC.pdf](#)
[B. PRAAC Active Enacting Resolution Complete.pdf](#)

Background: City staff is recommending the Public Relations Advisory Action Committee be dissolved and disbanded due to:
The original intent/goals of the Public Relations Advisory Action Committee were to make recommendation as to specific issues and areas of concern which warrant special efforts to provide information to the public; make recommendations on specific methods for enhancing the effectiveness of official communications between City government, the citizens of Dunedin and the general public; make recommendations to improve the City website and other forms of communication as to

scope and effectiveness; review official City documents and publications for public distribution; make recommendations on their effectiveness in terms of content, format and distribution; monitor the effectiveness of programs and services provided on the city government access cable channel and make recommendations on the types of programs that may be produced, and on promotion of the channel; and to undertake special projects related to public relations as the City Commission may from time to time direct. The Committee may initiate such efforts and investigations as deemed appropriate including, but not limited to, surveys and public feedback forums in order to be properly informed and to provide the greatest degree of assistance to the City Commission, the City Manager, and his/her staff, Departments of the City and to the General Public. During this time residents saw a lack of communications by the City and a void in public information and education. The City was not managing the narrative “ others in the community were and were often creating divisiveness and misinformation. One of the recommendations from PRAAC was to hire a Communications Director who would build a Communications Department. PRAAC members were involved in the selection process and then served as members with the Director as the staff liaison. The Director involved PRAAC with both the new website and brand refresh/RFP and place branding process. As the Director hired professional staff, built the Department, implemented communication platforms and tools the committee members felt the role and purpose of the Committee was not longer needed as before. And members recommended it be sunset with the opportunity for the future if specific projects (like a new website), branding etc were being initiated a resident task force could be appointed to work with the Communications on these projects with a specific purpose. And when the intent of PRAAC was reviewed by the members, staff and city leaders in 2025 “ it was determined that the recommendations were more operational than advisory, which also aligns with the recommendations to sunset the committee at this time. The Committee has not met since January 2025.