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DEPUTY MAYOR  
JACK McEVoy  
COUNCILMEMBERS  
ALEX ROMAN  
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# TOWNSHIP OF VERONA

## COUNTY OF ESSEX, NEW JERSEY



VERONA COMMUNITY CENTER  
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TOWNSHIP ATTORNEY  
BRIAN J. ALOIA, ESQ.

DEPARTMENT OF PUBLIC WORKS  
10 COMMERCE COURT  
VERONA, NEW JERSEY 07044

## **VERONA COMMUNITY POOL MARKETING COMMITTEE POLICY**

### **1. PURPOSE**

The Marketing Committee ("Committee") is hereby established to support marketing, communications, and public outreach activities related to the Verona Community Pool. The Committee's objective shall be to assess the strengths, weaknesses, and opportunities of the Community Pool and incorporate these insights into a comprehensive strategic marketing plan while maintaining the Township's standards for integrity, transparency, and fiscal management.

### **2. SCOPE**

This policy applies to all marketing, advertising, public relations, public communications, and promotional activities undertaken to support the Community Pool, including digital, print, in-person outreach and any other means of marketing the Community Pool.

### **3. ADMINISTRATIVE AUTHORITY**

All administrative authority of marketing and communications activities related to the Community Pool falls under the purview of the Township Manager. The Township Manager shall:

- Provide oversight of the Committee and ensure alignment with Township Policies and strategic goals
- Approve all marketing plans, budgets and contracts before implementation
- Delegate responsibilities to appropriate staff

### **4. COMMITTEE COMPOSITION**

The Committee shall consist of seven (7) members, Community Pool Member Volunteers shall be appointed by the Chairperson:

- Chairperson: Township Manager or Designee
- Committee Members:
  - Public Information Officer
  - Director of Community Services
  - Pool Manager
  - Chief Financial Officer

- Two (2) Community Pool member volunteers with marketing backgrounds

The Chairperson shall designate a Township staff member to serve in an Administrative Support role to the Committee to assist with scheduling committee meetings, document preparation, meeting minutes, quote and invoice entry, and other related tasks.

The Committee may also call for, and rely on, resident volunteers to attend community events, assist the Committee with achieving goals, and other related tasks.

## **5. ROLES AND RESPONSIBILITIES**

- Develop a Community Pool Marketing budget for inclusion in the Community Pool annual budget
- Review marketing plans and promotional materials prior to final approval by the Township Manager
- Coordinate with volunteer community organizations (i.e. Chamber of Commerce, School SCA's, VBSL, Verona UNICO) to increase the reach and effectiveness of marketing and promotional efforts
- Monitor marketing campaign performance and community feedback
- Collaborate with Township departments to ensure consistent messaging related to the Community Pool

## **6. COMMITTEE BUDGET AND EXPENDITURES**

- The Committee shall prepare a recommended spending plan for the Township Manager's review for inclusion in the annual Community Pool budget which is subject to Township Council approval
- All expenditures shall comply with New Jersey Local Public Contract's Law, N.J.S.A. 40A:11
- The Committee shall not make any commitments, purchases, or enter into contracts without prior authorization from the Township Manager or Council
- Committee members shall not recommend or engage the services of any vendor in which they have a personal or financial interest

## **7. COMMITTEE MEETINGS**

- Out-of-Season Committee meetings will be held bi-monthly, In-Season Committee meetings will be held monthly
- Meetings will be scheduled by the Chairperson
- Committee recommendations shall be made by majority vote of members present and forwarded to the Township Manager for approval

## **8. REPORTING**

After each meeting the Committee shall provide updates to the Township Manager on:

- Marketing activities and outcomes
- Marketing related expenditures

- Recommendations for marketing plan adjustments, Community Pool programming, or other items related to improving the marketing of the Community Pool

## **9. ETHICS AND PUBLIC COMMUNICATION**

- All Committee members, including community volunteers, are subject to all Township policies including ethics, communications, and social media policies as well as any applicable State of New Jersey Local Government Ethics Laws under N.J.S.A 40A:9.22 et seq.
- All communications must accurately represent the Township and shall not make misleading claims
- Any confidential, advisory, consultative, or deliberative information obtained through Committee membership shall not be shared publicly without prior authorization from the Township Manager

## **10. MARKETING & COMMUNICATIONS**

- All public communications related to the Township, facilities – including the Community Pool, staff, or Township business shall be managed exclusively by the Township’s Public Information Officer or designee under the direction of the Township Manager
- The Committee may recommend marketing and promotional content or campaigns, however final approval must be obtained from the Township manager prior to publication
- No committee member, employee, community volunteer, or vendor may create, operate, or post to any social media account that alleges or implies they are representing the Township or its departments
- The Public Information Officer, prior to committee marketing recommendations being forwarded to the Township Manager, shall ensure all marketing content aligns with Township communication standards
- Personal social media accounts shall not be used to make official statements, announcements, or promotional posts on behalf of the Township, Committee, or Community Pool

## **11. REVIEW & AMENDMENT**

This policy shall be reviewed annually by the Committee and Township Manager