## CITY OF DARIEN MEMO

TO: Mayor Marchese, City Council, City Clerk, and City Treasurer

FROM: Bryon D. Vana, City Administrator

DATE: November 11, 2023

SUBJECT: Goal Setting Agenda Topic Summary– Tuesday, November 14, 2023, 6:30 p.m.

## **Goal Setting Item 4-Citizen Survey**

One of the questions in the survey asked the main source used to obtain information about the city. As expected, Direct Connect is the main source followed by our web site and Facebook. The comment section of this question also references the use of Next-door (ND) for information. You may be familiar with ND and the city also posts info on the Darien ND page. We don't receive many comments on our ND page but there are many individual posts regarding the various city issues. The resident survey does include responses that people do use ND for information.

I periodically review ND for posts about the city. Many of the posts/responses are inaccurate, malicious and slanderous. The city always welcomes any feedback whether it's positive or negative. However, attached are several posts, regarding the Gerber issue, that cross the line of reasonableness. These posts are all public comments, not private messages between two parties. The comments include:

- Gee, I wonder who is getting the kickbacks
- A response linking Mr. Gombac to the comment above
- It's all about whose palm got greased

The challenge for the city is responding to such posts on social media. We typically respond to <u>questions</u> or <u>inaccurate posts</u> on DC, Facebook and the ND city page. Sometimes I will comment on a non-Darien page ND post if there is a serious allegation or material misinformation. We don't respond to <u>comments</u> as they reflect opinions and we encourage that kind of feedback, positive or negative.

We are asking the council to discuss this issue and work collectively to a develop and approve a statement/resolution denouncing comments like the kind illustrated above. The statement can also include expectations the city has for people to be reasonable with social media public posts. This statement is by no means suggested to discourage comments but to ask for civility from people using social media. Any statement approved by the Council is symbolic in nature, but is important since social media in integrated in much of what we do.





