



Town Council Agenda Report

Date: December 10, 2019 Item No. 1

To: Honorable Mayor and Town Council

Subject: Mayor's Youth Leadership Summit, Winning Project Consideration Group

From: Douglas Robertson, Town Manager

Submitted by: Orlando Acevedo, Director
Business and Community Development

Budgeted Item: Yes No N/A

RECOMMENDED ACTION

That the Town Council approve an expenditure of up to \$1,000.00 to fund Youth Engagement on Social Media.

SUMMARY

Apple Valley has a strong social-media engagement with its middle-aged (late 20s to mid-40s) demographics. It has more than 13,000 followers on Facebook, and another 8,000 followers on its Animal Services profile, and another 5,000 followers on its Shop Local profile. The PIO/Marketing Office would like to create a Snapchat (or other social media account) to communicate to the next generation of social media users.

BACKGROUND:

The Mayor's Youth Leadership Summit (MYLS) was held November 13, 2019. Students were divided into six (6) groups and presented a project in which they were required to develop a presentation to present to the Mock Youth Town Council for funding. Each of the projects submitted by department managers could be implemented in a short time frame and have a positive impact on Town services.

The Mock Youth Town Council chose to fund youth engagement on social media, as submitted by Orlando Acevedo, Director of Business and Community Development. Students from the winning group and the Youth Council are expected to attend the Council Meeting and present their reasons for requesting support directly to the Town Council, and request approval for actual implementation.

FISCAL IMPACT

Staff has indicated that they will focus \$1,000.00 from the general fund to implement this student-supported community service effort.