



# DeKalb County Government

Manuel J. Maloof Center  
1300 Commerce Drive  
Decatur, Georgia 30030

## Agenda Item Substitute

**File #:** 2020-1005  
**File Status:** Draft

8/25/2020

**Public Hearing:** YES  NO

**Department:** Voter Registration & Elections

**SUBJECT:**

**Commission District(s):** All Districts

Hire a Temporary Fulltime Communications Consultant for the DeKalb County Board of Registration and Elections

**Information Contact:** Erica Hamilton

**Phone Number:** 404.298.4040

**PURPOSE:**

The purpose of this item is to request additional funding for the Voter Registration and Elections Department to hire a Temporary Fulltime Communications Consultant as recommended by The Elections Group in their April 2020 Report.

**NEED/IMPACT:**

As stated in the recommendation, *“the Board needs to be a trusted source of information and transparency across the operation is critical. Mis- and dis-information campaigns are inevitable and the Board must be the source of trusted and trustworthy information. Foreign adversaries, domestic bad actors, and citizens with inaccurate information can affect the trust in the Board, and by extension, County Government generally. Thus, it is critical for the VRE and Board to establish a clear, concise, and trustworthy communication relationship with the public and stakeholders.”*

**FISCAL IMPACT:**

Hiring Erik H. Burton of Profile Marketing and Public Relations will cost Voter Registration and Elections \$65,0000 to provide communications services for the remainder of the 2020 Election Cycle.

**RECOMMENDATION:**

To approve the additional funding and allow Voter Registration and Elections to procure the services of Mr. Erik H. Burton.