

Legislation Text

File #: 2020-1005, Version: 1

Substitute

Public Hearing: YES ☐ NO ☒

Department: Voter Registration & Elections

SUBJECT:

Commission District(s): All

Hire a Temporary Full-time Communications Consultant for the DeKalb County Board of Registration and Elections

Information Contact: Erica Hamilton

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PURPOSE:

The purpose of this item is to request additional funding for the Voter Registration and Elections Department to hire a Temporary Full-time 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 \$65,000 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.