

## Administration

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## MEMORANDUM

**TO:** Mayor Lovell and City Council  
**FROM:** Kevin Sutherland, City Administrator  
**DATE:** August 26, 2019  
**RE:** Administration Updates

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### **Administrative Appeal of July 19, 2019 Decision of Code Enforcement Officer Regarding 5 Willey Road, Saco**

Council will be hearing this appeal on Monday September 16<sup>th</sup>.

The chapter in the code does not provide any information on how the process of an appeal should be handled, but our past practice in this type of situation (administrative appeal) is to allow for both parties to see and respond to the information gathered before it is provided to the Council.

The documentation that was initially submitted on August 1<sup>st</sup> was responded to today and shared with the school's attorney. If they choose to respond to that documentation, they will do so at the end of the day Tuesday, September 3<sup>rd</sup>. Any further response from the City will be provided by September 6<sup>th</sup> and also shared with Council. The full packet of information will be sent to the Council on September 9<sup>th</sup> to give them a week to review.

Administration is currently working to secure another attorney to develop the procedure for the meeting and will ask that they assist the Mayor in handling the appeal.

### **Water Testing for Perfluorinated Alkyl Substances**

The Department of Environmental Protection recently sampled the monitoring wells located on the Saco Tannery property, which were found to contain elevated levels of per and poly fluoroalkyl substances (PFAS). The DEP is investigating residential wells adjacent to the Saco Tannery Waste Pit on Flag Pond Road. City staff have been working with representatives from the DEP to learn more about PFAS, the sampling process, and next steps. If elevated levels of PFAS are detected in one of these residential wells and it is determined that the source is external to the residence, the DEP will provide an appropriate treatment system to residents (per DEP's review and approval).

## **Communications Department**

It is as crucial for citizens to hear from their government as it is for the government to hear from its citizens. Citizens need to understand how tax dollars are utilized and understand the outcomes of implemented policies. Government has so many tools to communicate to citizens: print, television, and online media, through social media feeds, through e-mail and text notifications; this communications ecosystem seems to change by the day. People are busy and oversaturated with information, which means local governments must make effective communication a priority.

Two years ago, the Administration team expanded to include the position of Marketing & Communications Specialist. The foresight of the elected body in recognizing the need to better communicate with constituents was visionary and intuitive in establishing this new function within Maine municipal government. After serving in multiple roles within several departments in Saco over the last decade, Emily Roy was hired to fill that newly created position.

While in this role, Emily has led the organization through a strategic marketing planning process and rebranding, has successfully launched several new social media sites, redesigned and continuously works to optimize our website, and has defined an essential resource for this organization and community. In Emily's free time, she has been completing coursework towards her master's in business administration, which she is anticipated to complete this coming winter.

Over the last two years, Emily has developed this new position in Saco, and has worked collaboratively with departments to develop communication strategies for handling various city-wide initiatives. Some of these projects include disseminating information about municipal bonds and charter amendments, improving the website for the FY2020 budget process, and creating recruiting materials for the Police Department.

Outside the city, Emily has become a resource to our regional partners, offering recommendations and guidance to other municipalities and organizations. She has built a reputation for being knowledgeable, skilled, innovative, and approachable among community members, neighboring communities, colleagues of all ranks within the organization, and vendors. After presenting at the Maine Town City Managers Association conference last fall, she received feedback including: "Super insightful," "Emily was great!", and "this was the best presentation of the conference." Emily was a guest on the Marshall Communications podcast, "Believe in Biddeford" public access segment, and WPOR marketing Saco, to name a few. Emily has consistently demonstrated the value of this position and its impact in the community as well as the state and region.

Like the Economic Development, Human Resources, and Information Technology Departments, Communications is a role that provides timely and individualized support services to all departments. To best support these departments, as well as handle day-to-day responsibilities, including managing SacoTV, the official social media sites, city website, marketing and communication plans and strategies, press releases, and city-wide messaging, Communications must be autonomous from Administration and needs a strong

leader at a Director level. Emily has demonstrated leadership, the ability to collaborate and execute new ideas, and facilitate healthy dialogues on our social media channels. After witnessing the growth and ambition Emily has shown over the past two years, I am thrilled to promote her to Director of the Communications Department. Please join me in congratulating Emily on the recognition of the value of this department which she has so adeptly managed and look forward to the continued success of this department and the support and growth it affords our city and its constituents.