



## DID Board of Directors Public Advocacy Statements Guidelines and Review Process

From time to time, the DID has been, and likely will be, asked to take a formal public position in support or against an activity, idea or project or may choose to take a public position pro-actively or reactively on issues that intersect with the DID Plan, approved by City Council in 2006. The guidelines and process described below are intended to help frame Board discussion and decisions to assess if the DID should take a formal position.

### Guidelines/Questions to Assist in Evaluating a Project/Activity or Idea:

- What is the direct impact to the **DID's geographic area and to DID Property Owners**?
- Is the project or activity connected to aspects of the **DID Plan**?
- Will the DID taking a public position **influence** the discussion on the project or activity?
- Does the project or activity have the potential to be a **catalyst** with a major positive or negative impact to/on the DID and beyond just a specific site?
- How large – geographically, physically, financially – in **scale** is the impact?
- What are the **risks** of taking a public position? What are the risks of not taking a public position?
- What is the **City of Lancaster's/Mayor's position** on this issue, and how does City Hall's position on this issue impact the DID's decision?
- What **conflicts of interest** may exist between the project/activity and with the organization?

### Review Process:

- Staff will provide a summary review of the project/activity and will provide a written assessment based on the questions above.
- Staff will bring the issue before the Executive Committee for discussion/review and will identify from where the request for public support is originating.
- Staff will review the issue and DID position with its solicitor.
- Based on the Executive Committee's direction, staff will notify the full Board of Directors and will, when appropriate, draft a public statement for review/approval by the Executive Committee and Board of Directors.

### Other Notes:

- It is important to have two-thirds (2/3) of the DID Board of Directors in support of the final decision.
- The review process may need to be altered based on the urgency/timing of a project. When necessary, staff may rely on electronic correspondence to initiate an Executive Committee or Board discussion.

Approved by the DID Board of Directors, November 2010.