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# **Dan Knapik**

**MAYOR OF WESTFIELD**

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Contact: Daniel M. Knapik  
(413) 562-1390

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## **KNAPIK AIMS TO “BRING YOUR CITY GOVERNMENT TO YOU”** *Candidate Outlines Five-Point Communication Plan*

As I stated in my announcement last week outlining my intention to run for mayor, one of the reasons I was prompted to seek the Mayor’s seat was because too many decisions were being made without input from city stakeholders. Particularly at this time in our City’s history, with limited resources, we must engage city residents in the decision-making process. For that reason, I offer a five-point communication plan through which I will work to better engage Westfield residents in our City’s decision-making process. My plan includes:

- **“Bringing Your City Government to You” with regularly-scheduled public forums in each of the City’s six wards.**
- **Re-institution of an “open door” in the Mayor’s office**
- **Expanding the City’s internet presence to include social networking and an interactive blog.**
- **Publishing a monthly newsletter/column called “Messages from the Mayor”**
- **Hosting a monthly Channel 15 show and advocating for replay of taped city meetings.**

In order for city government to make informed decisions based upon the desires and needs of its neighborhoods, it is vital for our City’s leadership team to regularly visit each of our very different wards. As Mayor, I would spearhead an effort to *establish a regular schedule of evening “ward meetings”* where City Hall department heads and the Mayor would be made available to answer questions directly before neighborhood residents. This would allow not only for concerns to be heard and problems to be solved, but this effort will also allow for working people who find City Hall’s office hours inconvenient to make their voice heard. As we all know, the issues that are important to people in Wyben or Mundale might differ from those living in Ward 2 or by Hampton Ponds. I would work to make sure that the needs of all city neighborhoods are heard.

Similarly, I will also re-institute an **“open-door” policy at City Hall complemented by office hours** at which citizens can count on being able to speak with me directly. I would regularly schedule these availabilities at sites like the Council on Aging, the Athenaeum, and the Barnes Airport Terminal Building as well in order to make communication more convenient.

Another way I will increase communication between City Hall and the people of Westfield is through ever-growing, **popular social networking sites**. Through the use of Facebook and Twitter accounts, City Hall would have a presence that could be easily monitored and accessed. For this campaign, I have established a presence on Twitter, where I can be followed at [www.twitter.com/danknapik](http://www.twitter.com/danknapik). Similarly, to friend me on Facebook, visit [www.facebook.com/danknapik](http://www.facebook.com/danknapik). These sites could be used in conjunction with the City’s official website to present questions to the Mayor’s office on city matters, to promote local events, and act as a sounding board through which people could make sure their voice is heard on city issues. City government must adapt to the times and these days it is not enough for us to reach out via newspapers and radio. We must adapt, like society has, and provide information through new mediums on the internet. My goal will be to bring your city to you.

I also plan to keep you informed on the most up to date City Hall news through a regularly published newsletter that will be posted online and printed for distribution at city buildings. This publication, **“Message from the Mayor,”** will include a schedule of city meetings and progress reports on issues facing city government. I will offer it in modified form as well for publication in local newspapers. It will provide citizens with information they will need to make informed decisions on important issues in a timely fashion.

Lastly, I hope to continue **the expansion of our use of Channel 15** to host a monthly program and to re-broadcast city board meetings. This channel has been largely under-utilized in the past and it provides an easy way for citizens to become better informed. I will host a monthly television program in which I will invite city department heads and leaders from civic organizations to come and speak about their positions and provide better information to the public. In addition to the monthly program, I will request that school committee, city council, and planning board meetings be replayed so that people might have a better opportunity to catch up on issues before city government.

With such a long list of things we must address and accomplish, communication will be a hallmark of a Knapik City Hall. I will never avoid a problem. I will address constituent questions directly and plainly so that there is no need for interpretation. When people speak to me, they will know exactly where I stand. It is important that the people of Westfield feel comfortable approaching their Mayor with their ideas and their concerns, no matter what their position on an issue.

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