

Agenda
Regular Work Session of the Mayor and Council
City of Chattahoochee Hills, Georgia
February 28, 2019/6:00 p.m.

Discussion Items

1. Council Meeting Agenda Review – Robbie Rokovitz
2. Atlanta City Nature Challenge Partner Agreement – Tom Reed
3. Fulton County Mayor’s Meeting – Tom Reed
4. Parkway Commercial – Mike Morton

Mayor and Council Reports and Comments

2019 Atlanta City Nature Challenge Partner Agreement

The City Nature Challenge (CNC) is an umbrella project organized at the national/international level by Natural History Museum of Los Angeles County and California Academy of Sciences. See www.citynaturechallenge.org.

The inaugural Atlanta City Nature Challenge is led locally by Fernbank Museum of Natural History (FMNH).

As a partner, we ask that you

- Promote your organization's participation in the program (see media guidelines below).
- Recruit participants from your membership base and other audiences via email, social media or otherwise.
- Share the official Atlanta City Nature Challenge Facebook event page (hosted by FMNH) via your communications channels to help build excitement for an encourage participation in this event.

As a partner, you will receive*

- Name recognition as a participating CNC partner on FMNH's webpage: www.FernbankMuseum.org/AtlantaCNC (link live by 2/15/19)
- Hyperlink to your organization's website from the CNC page
- Announcement of partner participation on the Atlanta CNC Facebook event page (link to be provided)
- Mentions of any CNC-related events (i.e. an amphibian identification workshop) on the Facebook event page
- Inclusion in official press release (release date 2/15/19)
- Inclusion and/or tag in social media update(s) on [Facebook](#), [Instagram](#) and Twitter (dates to be determined)
- Inclusion in email announcement(s) (dates to be determined) <https://twitter.com/FernbankMuseum>

Marketing Guidelines

All marketing/promotional materials (both print and online) must be submitted to Fernbank Museum prior to publishing to ensure accurate information and correct use of name/logo/etc.

- Please do not announce your participation until after the official announcement is made on 2/15/19.
- Fernbank Museum will officially announce each partners' involvement within 2 business days of finalized agreement via the Facebook event page.
- When referring to your organization's participation, please refer to the program as "2019 Atlanta City Nature Challenge, led locally by Fernbank Museum"
- All partners must use the CNC lockup on all materials related to the program. Files will be emailed.
- Include the official event hashtag **#citynaturechallenge**
- You must recognize Fernbank Museum of Natural History as the host organization of the Atlanta CNC either by logo inclusion or text. If space does not permit use of full name, Fernbank Museum is acceptable.**

Promotional Requests

Providing the following information helps us promote your company's participation in the event:

- Full name of your organization
- Short description of your organization
- Link to website (if available)
- Links to/handles for social media sites (Facebook, Instagram, Twitter, etc.)

Questions

Primary Contact: Eli Dickerson eli.dickerson@fernbankmuseum.org

Marketing Contact: Deanna Smith deanna.smith@fernbankmuseum.org

Thank you for your participation!

*Subject to change without notice.

** NOTE: Fernbank Science Center is a unity of the DeKalb Counter School System and is a totally separate institution. Please be mindful to use the correct name/website/social media tags when mentioning Fernbank Museum.