

**Minutes of Special City Council Briefing
Monday, June 16, 2025 – 5:00 P.M.
City Hall 1st Floor Conference Room
11 North 3rd Street, Jacksonville Beach, FL**



The Special Council Briefing began at 5:00 P.M.

The following City Council Members were in attendance:

Mayor: Christine Hoffman

Council Members: Sandy Golding Bill Horn (late) Dan Janson
Greg Sutton John Wagner Bruce Wouters (late)

Also present were City Manager Mike Staffopoulos, Communications Manager Jacob Board and City Attorney David Migut.

Purpose of Briefing

The purpose of the Briefing was to update the Council Members about ongoing items in the City.

City Manager

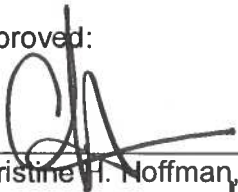
Communications Plan Review

Michelle Bono and Jessie Bono from Bono Communications presented their Jacksonville Beach Strategic Communications and Marketing Plan [on file] to the Council. A conversation ensued, and it was the consensus of the Council for staff to develop a high-level overview outlining the phases of implementation.

The Briefing adjourned at 5:59 P.M.

Submitted by: Jodilynn Byrd
Deputy City Clerk

Approved:


Christine H. Hoffman, MAYOR

Date:

7/21/25