



Office of Mayor Lawrence J. Morrissey

LEADING BOLDLY, WORKING TOGETHER

PRESS RELEASE

FOR IMMEDIATE RELEASE:

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April 3, 2014

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FOURTH WARD MEETING: SATURDAY, APRIL 5TH

“Better Rockford Today” meetings bring community leaders to the neighborhoods

Rockford IL: The final meeting in the “Better Rockford Today” forum series is scheduled for this Saturday, April 5th at Provence Cor Mariea, 3330 Maria Linden Road in the chapel. The meeting will start at 11:30 a.m. A light lunch will be served to attendees.

The meeting will open with comments from Fourth Ward Alderman Kevin Frost, followed by a short presentation by Mayor Morrissey. Participants will be invited to discuss and ask questions during the presentation. City department heads will also be present to assist in answering questions and directing citizens to the best resources.

The Better Rockford Today Ward meetings are a precursor to the Mayor’s State of the City address which will be held on April 9, 2014 at the Coronado Performing Arts Center. The Mayor made the decision to take a preview of the speech out to the wards because he felt the once a year event had not done enough to communicate with the residents. “How many people have gone to the State of the City?” Mayor Morrissey asks at each presentation. When few of the audience members raise his hand, he nods in agreement and responds “I know, it’s a long speech and it’s very formal. That’s why I’m here tonight”.

Central in the theme of the “Better Rockford Today” presentations is the integration of social media in building a more positive image of Rockford. This volunteer-led effort to drive positive change through social media was inspired by the work of the “Transform Rockford” meetings that have encouraged many of the residents in the Rockford area.

“I want to thank Chris Wachowiak and Eli Nicholosi for developing the concept of a ‘*Better Rockford Today*’ and volunteering their time to develop the web site and to start ‘tweeting’ the positive stories about Rockford,” Mayor Morrissey said.

The “*Better Rockford Today*” website can be found at <http://betterrockfordtoday.com>. Citizens can participate in the social media campaign by ‘tweeting’ their positive messages about community events, citizens who make a difference or great ideas that might improve our area to #betterRKFD.

Joint meeting for Alderman Jamie Getchius (2nd Ward) and Alderman Frank Beach (10th Ward) will be scheduled for late April.

The Mayor’s annual State of the City speech which will be held on April 9, 2014 at the Coronado Theatre located at 314 N. Main Street. Tours of the historic theatre will be offered between 5:00 p.m. and 5:45 p.m. for interested guests. The speech will start at 6:00 p.m. and typically lasts about an hour. The State of the City speech is free and open to the public.

City Council members encourage their constituents to attend the sessions and to become involved in the public process. Mayor Morrissey stated, “We’re proud to work with our community members to address our challenges and create new opportunities.”

“Better Rockford Today” meetings are free and open to the public. Parking is available and sites are handicap accessible.

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