



FOR IMMEDIATE RELEASE

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City of Melissa Awarded 2010 Municipal Excellence Award at the Texas Municipal League Annual Conference in Corpus Christi

Corpus Christi, TX - At the recent Texas Municipal League Annual Conference and Exhibition, held in Corpus Christi on October 26-29, the City of Melissa was presented the 2010 Municipal Excellence Award for City Spirit for cities of less than 25,000 population. The award recognizes the city for its partnership with the Melissa Middle School Student Innovations Learning Community in the "Get Connected!" project.

Faced with the challenge of communicating its message to citizens across generations, Melissa city staff approached students at the Melissa Middle School for help, believing that young people of this age interact with several age groups and have a keen understanding of the newest media venues. The students presented a set of recommendations to the city council, which unanimously passed a resolution adopting a number of them. As a result, the city decided to place an RSS feed on pages throughout the city Web site, to reproduce water bill inserts and other public notices on colored paper to maximize the attention they receive, to continue sending e-mails and text messages to distribute information, and to create a city Web page dedicated to posting PowerPoint presentations that were currently displayed in city hall. This project was unique because it enabled students to participate actively in the policy-making of their city and it can easily be modeled in any city facing a challenge.

"This unique partnership between the Melissa City Council and our Melissa students was an amazing experience. Our Melissa students demonstrated ingenuity and collaboration to solve the challenge at hand. This opportunity opened the door to a whole new experience for our students that they will remember for a life time." Stated Alissa Royal, Melissa ISD K-8 Engineering Coordinator:

On hand at the conference to accept the award were Melissa Mayor Reed Greer, Mayor Pro Tem Sharon Weideman, Councilmember Kim Youngblood and City Administrator Jason Little. "It is truly an award we as a community receive with great honor." stated Mayor Reed Greer. "The project and accomplishment were the cumulative effort initiated by the City of Melissa, welcomed by the Melissa ISD Administration, packaged by several of the Melissa Middle School Teachers, and ultimately formulated and presented by the students of Melissa ISD. This is just one of the many examples of how the City of Melissa works to partner with the Melissa ISD, which we are pleased to congratulate on their TEA Exemplary District status."

When told about the award, Melissa Middle School Student Innovations Learning Community participants Kalenn Price, Nick Ragan and Sam Sudman had this to say, "It was a great experience, we want to do it again!"

The award was formally presented to City Council at their regular City Council meeting on November 9th. Representatives from Melissa Middle School, Student Learning Community Participants and their parents were on hand to celebrate their role in obtaining this honor. "This was a perfect opportunity for our students to use their leadership skills in a real world situation. It was an experience that they will never forget," shared Melissa Middle School Principal Christy Fiori.

The Texas Municipal League is a voluntary association of more than 1,115 Texas cities. Its primary objective is to serve the needs and advocate the interests of Texas cities, and it is the largest organization of its kind in the United States. The City of Melissa is a member of the Texas Municipal League.

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