

Communications Workshop

October 27, 2026 | Municipal Association of SC | 1411 Gervais St., Columbia

9:00 – 9:30 a.m.

Badge Pickup

9:30 a.m.

Welcome

9:30 – 10:30 a.m.

New ADA Web Accessibility Requirements

Kevin Benson, Senior Business Development Executive, VC3

Web accessibility requirements for cities under the Americans with Disabilities Act are nothing new. However, legal requirements for accessibility will go into effect in April 2027 and April 2028, depending on the municipality's population. Benson will discuss what city officials need to know, including best practices for accessible documents and how to assess a municipality's specific needs.

10:30 – 11:15 a.m.

Empowering Civic Knowledge Through a Resident Resource Guide

Debbie Szpanka, Director of Communications, Town of Bluffton

Aiming to help residents understand how their local government and its services works — while combatting misinformation — the Town of Bluffton published the *Bluffton Resident Resource Guide*. The 24-page guide explains which level of government is responsible for what, and what the town can and cannot do. Learn about the guide's planning, development and distribution, and how it has impacted residents' engagement and understanding of their hometown.

11:15 – 11:30 a.m.

Break

11:30 a.m. – 12:30 p.m.

Internal Communications Panel

Natalie Amerson, Digital Content Creator, City of Clemson

Katie Quinn, Communications & Marketing Manager, City of Rock Hill

Madison Scott, Human Resources Director, Town of Cheraw

Beyond spreading messages to residents, businesses and other stakeholders, city government communicators have another crucial audience — the municipality's own staff. Internal communications among the city's own employees can take many forms, like

newsletters, presentations or ongoing campaigns. Learn how several municipalities have tackled the challenges of making sure their workers know what's going on in their local government.

12:30 – 1:15 p.m.

Lunch (provided)

1:15 – 2:15 p.m.

Spreading the Word on the New Finlay Park

Kenya Bryant, Director of Parks & Recreation, City of Columbia

William “Skip” Holbrook, Chief of Police, City of Columbia

John Katz, Deputy Director of Finlay Park, City of Columbia

Todd Martin, City Landscape Architect, City of Columbia

Henry Simons, Assistant City Manager, City of Columbia

After two years of intensive construction and \$25 million of revitalization work, the City of Columbia hosted the grand reopening of Finlay Park, a massive, 18-acre amenity in the heart of downtown, in 2025. Learn how the city communicated about the new version of the park, including its rules and public safety initiatives, its amenities, its concert and events series — and generally, how the people of Columbia can get the most out of it.

2:15 – 2:45 p.m.

Open Forum for Sharing Successes and Asking Questions

Registration Information

Online registration is available at www.masc.sc. The registration fee is \$50. Online registrations must be paid by Visa or MasterCard. **The registration deadline is Friday, October 16, at 5 p.m.** Cancellations must be received by 5 p.m. on October 16. Refunds will not be given after this date. Registration for this session is limited to 50 participants. Preregistration is required. Onsite registration will not be available.

Meeting Location

- Municipal Association of SC, 1411 Gervais St., Columbia. [See map.](#)
- Parking: Visitors may park in the visitor's parking lot on Bull Street or in the parking garage on floors 4 – 7.

For more information, contact Russell Cox at rcox@masc.sc or 803.933.1206.