



Date: August 30, 2006
To: All Employees
From: Charles McClendon, City Manager
Re: **Protocol- Mayor & City Council Attendance at Events AP-24**

Administrative Policy Regarding Protocol for Mayor and City Council Attendance at Events

Purpose

The Mayor and City Council are invited to participate in many special events sponsored by the City and outside agencies. It is the City's desire to ensure that elected officials are prepared and the City is represented in the most professional manner possible.

Process for Mayor and City Council Participation in City Events

The City of Avondale hosts many successful events each year in order for the City to have personal contact with its residents about city issues or to commemorate special occasions.

The City Department hosting an event should work to ensure that sufficient lead time (preferably 3 weeks) is available for planning City Council's role in the event and advertising the event. The Host Department should work closely with the Department of Parks, Recreation, & Libraries and the Community Relations Department to ensure that no special guest or members of the media are neglected or overlooked. Please refrain from contacting City Council, dignitaries or the media directly.

The following are examples where involvement from the Community Relations Department should be sought:

- Create a detailed agenda for the event that includes Master of Ceremony, welcome address, speeches, closing comments which can be shared with City Councilmembers prior to the event.
- Discuss protocol for the event. It is typical protocol that the Mayor and City Council have precedence at a City event. When elected officials representing the other levels of governments are present, the Mayor should be introduced first, followed by the Vice Mayor, City Councilmembers, federal officials, state officials and regional officials accordingly.
- Work with the Community Relations Department to ensure that the event is advertised and marketed appropriately – to include press releases, photo coverage etc.

- Work with Community Relations to send out invitations to special guests and keep track of their RSVPs.
- At least two days prior to the event, the Host Department should confirm with the Assistant to the Mayor and Council the attendance of the elected officials at the event.

The person in charge of the event should be on-site early enough to approve set up and be ready to greet guests, preferably 1 hour prior to the event. The Community Relations Department or Host Department designee is responsible for locating the elected officials at the event and run them through the logistics of the event.

Process for Externally Produced Events

Each year, the Mayor and City Council attend many special events, ceremonies, and celebrations sponsored by non-City organizations across the region. If a group or organization would like to invite the Mayor and City Council to an event, please do so in writing or via email to EmailCityCouncil@avondale.org. The request should include:

- The date, time and location of the event (and whether these are flexible);
- Name, title, telephone, fax, and email for contact person at the hosting organization;
- Background information on the event and the organizers;
- The number of people expected to participate; and
- The role you would like the Mayor/Council Members to play (i.e. speech, award presentation, attendance only, etc.)

All invitations are reviewed by the Assistant to the Mayor and Council, who will contact the organization if further information is needed, update Councilmember calendars, track RSVPs and ensure open meetings laws are followed accordingly.

Process for Requesting Proclamations

Proclamations are a formal document that declares the City's recognition of a person or event. Proclamations must be approved and signed by the Mayor and signed and filed by the City Clerk's Office. Any proclamation issued should be directly related to the City Council's approved goals for the community.

If an internal department would like to issue a proclamation, please contact the Community Relations Department Director to process that request.

If an external organization would like to issue a proclamation, the organization should contact the Community Relations Department with the following information:

- Provide a written statement requesting the proclamation, including background information about the organization and event.

- Provide a draft of the proclamation that the organization would like the City to consider and when it is needed.
- Provide name, title, telephone, fax, and email for contact person at the organization requesting this document.

Recognition of Individuals, Groups or Organizations

Another means of recognition for individuals, groups or organizations is through the City's "Character Recognition Program."

The Character Recognition Program serves to recognize worthy achievements and good character traits exemplified by individuals, businesses and organizations in the community. Recipients will receive a certificate signed by the Mayor and a small token of recognition.

This program is designed to serve as the primary means of recognition for the City Council. To schedule a recognition under the "Mayor's Recognition" item at a regular Council meeting, requests must be submitted to the City Council Office at least three weeks prior to the scheduled meeting, and must be approved by the Mayor.