



Legislation Text

File #: O-281-22, Version: 1

Enacting New TMC Ch. 124 - Dept of Marketing & Communications
Communications/Law
G. DeBacker (x1001)/E. Granata (x1034)

Enacting a New Toledo Municipal Code Chapter 124, Department of Marketing and Communications; and declaring an emergency.

SUMMARY & BACKGROUND:

This Ordinance enacts a new Toledo Municipal Code (“TMC”) Chapter 124, Department of Marketing and Communications as a new department to provide improved coordination and consistent communications strategies across the City. The multi-media platforms which are necessary for reaching residents and stakeholders today require a consistent, coordinated, and often cross-functional team. The creation of a “MarComs” department within the city will support all city departments, divisions, commissions, and boards with messaging and multi-media delivery to timely provide important information timely to residents and stakeholders.

NOW, THEREFORE, Be it ordained by the Council of the City of Toledo:

SECTION 1. That a new Toledo Municipal Code Chapter 124, Department of Marketing and Communications, is enacted to read as follows:

CHAPTER 124
Department of Marketing and Communications

- 124.01 Department of Marketing and Communications Established.
- 124.02 Appointment of the Director.
- 124.03 Appointment of Deputy Director.

124.01 Department of Marketing and Communications Established.

The Department of Marketing and Communications is hereby established as an administrative department in the City. The Department Marketing and Communications, also referred to as ‘MarComs’, shall be responsible for consistent, concise and creative communication of services, programs, events and critical information to City residents, communications to city employees, and promotion and branding of the City across all communications methods, whether print or electronic. The Department shall provide communications and marketing support and coordination across all City departments and divisions.

124.02 Appointment of the Director.

The Director of Marketing and Communications shall be appointed by the Mayor in the manner provided by the Charter and shall serve at the pleasure of the Mayor. The Director is responsible for the administration and operations of the Department of Marketing and

Communications. The Director shall be responsible for creating and maintaining a communications program that serves both external and internal stakeholders using a broad range of communications tools, including electronic, social media, press events and media relations, public meeting, and print, including newsletters. The Director shall be responsible for coordinating and providing communications support to all departments, including establishing ad hoc interdisciplinary teams. The Director shall establish metrics and periodically reporting same to the Mayor and Council. The Director shall undertake such other duties and responsibilities as assigned by the Mayor.

124.03 Appointment Deputy Director

A Deputy Director of Marketing and Communications may be appointed by the Mayor in the manner provided by the Charter and shall serve at the pleasure of the Mayor. The Deputy Director shall serve as the Acting Director in the absence or unavailability of the Director of Marketing and Communications. The Deputy Director shall report to the Director and shall perform such other duties as may be prescribed by the Director or the Mayor.

SECTION 2. That it is found and determined that all formal actions of this Council concerning and relating to the passage of this Ordinance were passed in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with all legal requirements including Section 121.22 of the Ohio Revised Code.

SECTION 3. That this Ordinance is declared to be an emergency measure and shall be in force and effect from and after its passage. The reason for the emergency lies in the fact that same is necessary for the immediate preservation of the public peace, health, safety, and property and for the further reason that it is necessary to provide marketing and communications efforts as part of the effective and efficient delivery of city services and timely engage and address important community concerns and needs.

Vote on emergency clause: yeas _____, nays _____.

Passed: _____, as an emergency measure: yeas _____, nays _____.

Attest: _____
Clerk of Council

President of Council

Approved: _____

Mayor

I hereby certify that the above is a true and correct copy of an Ordinance passed by Council _____.

Attest: _____
Clerk of Council