



CITY OF CERRITOS
CITY COUNCIL AUTHORIZED SPOKESPERSON POLICY

Current Version Adoption Date: 04/28/2022 (v.1, Resolution No. 2022-20)

Prior Version Adoption Date: n/a

Original Policy Adoption Date: 04/28/2022 (v.1, Resolution No. 2022-20)

6.01.010 PURPOSE

This Policy establishes the Mayor as the City's official Spokesperson. Additionally, this Policy provides for the manner in which members of the general public are nominated and selected to receive Proclamations and/or Certificates of Recognition from the City. This Policy also memorializes the process required for approving Proclamations and Certificates of Recognition to be presented by the Mayor or his/her designee.

6.01.020 DEFINITIONS

- A. Certificate of Recognition: Certificate of Recognition means the second highest form of City recognition presented to a deserving member of the general public including, but not limited to, residents, business owners, property owners, government officials, dignitaries, etc.
- B. Councilmember: Councilmember means one of five elected members of the City Council.
- C. Mayor: Mayor means a current member of the City Council elected by his/her fellow City Council colleagues to serve as its presiding officer. The Mayor shall serve as the City's official Spokesperson and represent the City for all public relations, media and City-sponsored events, emergency/disaster public information, and ceremonial purposes.
- D. Mayor Pro Tem: Mayor Pro Tem means a current member of the City Council designated by his/her fellow City Council colleagues to perform the duties of the Mayor during the Mayor's absence or disability.
- E. Proclamation: Proclamation means the highest City award presented by the Mayor as the City's official Spokesperson to any deserving member of the general public including, but not limited to, residents, business owners, property owners, community groups, government officials, dignitaries, etc.
- F. Spokesperson: The Mayor shall serve as the official Spokesperson of the City relative to any written and/or oral communications. The Mayor may assign these duties to the Mayor Pro Tem or any other City Councilmember at his/her sole discretion.

6.01.030 POLICY DIRECTIVES

In accordance with Article IV - Section 404 of the City Charter, the Mayor shall serve as the City's official Spokesperson for all public relations, emergency/disaster public information, and ceremonial purposes including, but not limited to, speaking on behalf of the City as well as authorizing and presenting Proclamations and Certificates of Recognition. As the City's Spokesperson, the Mayor shall provide all official written and oral communications on behalf of the City and the collective members of the City Council. These duties and responsibilities may be assigned to the Mayor Pro Tem or any other member of the City Council at the Mayor's sole discretion. Individual Councilmembers are permitted to communicate

independently as long as said communications are not construed to be official communications of the City, Mayor, Mayor Pro Tem and/or the City Council.

- A. The following procedures are established for the Mayor's role as the City's official Spokesperson for all City public relations, emergency/disaster public information, media and City-sponsored events, and ceremonial purposes:
 - 1. The Mayor will coordinate with the City Manager with regard to scheduling and preparing the City's official response and comments as related to media and City-sponsored events, emergency/disaster events, and other occasions where the City is either requesting or requested to make a statement. This is in order to ensure the Mayor, as official Spokesperson, has access to all current factual information and to reduce any exposure to risk or liability on the part of the City.
 - 2. In the absence of the Mayor and in the event of an emergency/disaster event which requires an immediate press or media response, the Mayor Pro Tem or City Manager shall be authorized to make public statements, address the media or issue press releases on behalf of the City until such time as the Mayor is available to serve as the City's official spokesperson.

6.01.040 PROCLAMATIONS

The following guidelines are established for the award of Proclamations:

- A. Nomination Procedures: Any City Councilmember, City Manager or member of the general public may nominate a candidate to receive a Proclamation. In order to be considered for a Proclamation, a completed Proclamation Application form must be submitted at least thirty (30) days prior to the City Council meeting or public event at which the Proclamation is to be presented.
- B. Approval Process: Proclamations shall be approved by the Mayor subject to the following procedures.
 - 1. Once submitted, the Proclamation Application Form shall be reviewed by the City Manager or designee to ensure the Proclamation recipient has an affiliation with the City and is appropriate for issuance. The City Manager or designee shall specify in writing on the Application form the specific reasons why or why not the Proclamation should be authorized.
 - 2. Due to the significance of the Proclamation, all prospective candidates nominated to receive the City's highest award shall be reviewed and approved ultimately by the Mayor, who shall sign the Proclamation Application Form either "approving" or "denying" the issuance of the Proclamation.
 - 3. Once approved by the Mayor, the Proclamation Application Form shall be returned to the City Manager's Office. The City Manager's Office will direct Communications staff to prepare the Proclamation, and City Manager's Office staff will coordinate and/or schedule the Mayor's presentation of the Proclamation with the requester.
 - 4. All submitted Proclamation Application Forms shall be retained in the City Manager's Office for a period of no less than two (2) years, after

which time they should be scheduled for official disposition in accordance with the City's adopted Records Retention Schedule.

- C. **Presentation:** As the official Spokesperson of the City, the Mayor shall have the distinct privilege of presenting Proclamations on behalf of the City to deserving members of the general public. These duties may be relinquished by the Mayor and subsequently assigned to the Mayor Pro Tem or any other member of the City Council at the discretion of the Mayor.

6.01.050 CERTIFICATES OF RECOGNITION

- A. **Nomination Procedures:** Any City Councilmember, City Manager or member of the general public may nominate a candidate to receive a Certificate of Recognition. In order to be considered for a Certificate of Recognition, a completed Certificate of Recognition Application Form must be submitted to the City Manager's Office for processing and approval by the Mayor in the same manner as which the Proclamation Application Form is processed.
- B. **Approval Process:** Certificates of Recognition shall be approved by the Mayor subject to the following procedures:
1. Due to the Certificate's significance, all prospective candidates nominated to receive the City's second highest award shall be approved by the Mayor;
 2. Once approved by the Mayor, the application form shall be returned to the City Manager's Office. The City Manager's Office will direct Communications staff to prepare the Certificate of Recognition for presentation by the Mayor, Mayor Pro Tem, Councilmember or requester as authorized by the Mayor; and
 3. All Certificate of Appreciation Application Forms shall be retained in the City Manager's Office for a period of no less than two (2) years, after which time they should be scheduled for official disposition in accordance with the City's adopted Records Retention Schedule.
- C. **Presentation:** Upon approving a Certificate of Recognition, the Mayor may choose to relinquish the duties of presenting the Certificate of Recognition. If these duties are relinquished by the Mayor, the responsibility of presenting the Certificate of Recognition may be assigned to Mayor Pro Tem or any other member of the City Council at the discretion of the Mayor.

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6.01.060 APPROVAL OF POLICY

This Policy was approved by City Council Resolution No. 2022-20 on April 28, 2022 and became effective immediately thereon.

Signed:

Date:



5-26-2022

Chuong Vo, Mayor

Signed:

Date:



7-5-22

Art Gallucci, City Manager