

2017 APR 21 AM 10:12

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

INTRODUCED BY COUNCIL PRESIDENT REID

RESOLUTION DECLARING MAY 7, 2017 THROUGH MAY 13, 2017 MUNICIPAL CLERK'S WEEK IN THE CITY OF OAKLAND

WHEREAS, the Office of the Municipal Clerk, a time honored and vital part of local government, exists throughout the world; and

WHEREAS, the Office of the Municipal Clerk is the oldest among public servants; and

WHEREAS, the Office of the Municipal Clerk provides the professional link among the citizens, the local governing bodies and agencies of government at other levels; and

WHEREAS, Municipal Clerks have pledged to be ever mindful of their neutrality and impartiality, rendering equal service to all; and

WHEREAS, the Municipal Clerk serves as the information center on functions of local government and community; and

WHEREAS, Municipal Clerks continually strive to improve the administration of the affairs of the Office of the Municipal Clerk through participation in education programs, seminars, workshops and the annual meetings of their county, state, country and international professional organizations; and

WHEREAS, the Office of the City Clerk for the City of Oakland has diligently and tirelessly progressed toward providing the citizens of Oakland with advancements in agenda management technology, records management and coordination of municipal elections in order to enable the public to fully participate in governmental processes and make informed decisions affecting the quality of their lives; and

WHEREAS, it is most appropriate that we recognize the accomplishments of the Office of the Municipal Clerk; now, therefore be it

RESOLVED: That the Oakland City Council recognizes the week of May 7, 2017 through May 13, 2017 as Municipal Clerk's Week, and further extends its appreciation to our Municipal Clerk LaTonda Simmons and the committed and hardworking staff of the Office of the City Clerk and to all Municipal Clerks across the nation for the vital services they perform and their exemplary dedication to the communities they represent.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES – BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLÉN, KALB,
KAPLAN, MCELHANEY, AND PRESIDENT REID

NOES –

ABSENT –

ABSTENTION –

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council of the
City of Oakland, California

FILED
OFFICE OF THE CITY CLERK
OAKLAND

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Municipal Clerks Week
May 7 - 13, 2017
PROMOTION CHECKLIST

Professionalism in Local Government Through Education

Successful promotion of any event requires careful preparation and planning. Use this checklist to organize your promotion of Municipal Clerks Week.

GETTING ORGANIZED:

- Organize a committee of volunteers to help you.
- Decide the type of things you want to do during Municipal Clerks Week.
- Keep a record of everything you do to use for future reference.

BEFORE MUNICIPAL CLERKS WEEK:

- Plan the different things you will do during Municipal Clerks Week.
- Make a poster/display for your office or prepare informational materials to distribute.
- Contact local schools to arrange a visit to discuss local government or to schedule a time for students to visit your office.
- Arrange to give a speech to a community group or club on your role as a Municipal Clerk.
- Send a copy of the Proclamation to your council, mayor or state legislature.
- Inform community leaders, government agencies and your staff about Municipal Clerks Week.
- Send the news releases and fact sheet to the local media two to three weeks before Municipal Clerks Week. Use the sample news and radio releases in IIMC's Municipal Clerks Week Press Kit as a model. Or, write your own release describing what type of events you have scheduled during that week. Be sure to include your name and number as the contact person. Call the media to make sure they have received the release and if they need additional information.

DURING MUNICIPAL CLERKS WEEK:

- Prepare and have ready any informational material.
- Contact the media the day before the scheduled event(s) to ascertain they have all the information.
- Be sure to photograph or videotape the event(s).
- Submit a follow-up news release along with photos to the local newspaper(s).
- Submit a news release along with a video to the local cable or news station.
- Have fun.

AFTER MUNICIPAL CLERKS WEEK:

- Review what happened. Were your goals/expectations met? What could be done differently in the future?
- Send a report of your efforts along with newspapers clippings and photos to IIMC Headquarters.

