



City Clerk / Community Relations Director.....Selina Tisdale
Communications Coordinator Libby Richart

Service Statement

The Clerk / Community Relations Department provides a variety of services to Midland citizens including: maintaining the permanent records of all Midland City Council proceedings and formal documentation of the City of Midland including City ordinances, resolutions and other actions determined by the Council; issuing various licenses and permits as required by City ordinance; managing all voting activities taking place in the city of Midland, and; performing all aspects of the communication process to keep the community informed on programs and services provided by the City of Midland and issues concerning our community.

Functions

City Clerk

- Maintains the City of Midland Charter and Code
- Oversees the main switchboard for the City of Midland and provides service at the information desk at Midland City Hall
- Responsible for all documents and records pertaining to the City of Midland
- Maintains a written record of all actions taken by Midland City Council
- Staff liaison department to the Local Officers Compensation Commission
- Manages the City's compliance with the Freedom of Information Act
- Records administration and purchase point to acquire cemetery plots and funeral arrangements through Midland Municipal Cemetery
- Issues various licenses as required under the City's Code of Ordinances

Elections

- Maintains voter registration records
- Ensures compliance with all State and Federal Election Laws as well as local city charter, resolutions and ordinances
- Administers all elections held within the city of Midland including absentee voting activities, the maintenance and distribution of election equipment and materials and management of Election Day activities

Communications

- Informs the public of the various services, programs and activities provided by the City of Midland
- Advises on and manages communication strategies regarding various City of Midland issues
- Distributes weekly and as-needed media releases
- Manages the Midland Government Television (MGTV-5) Message Board
- Maintains and enhances the City of Midland website (www.midland-mi.org)
- Manages the City's streaming video services
- Publishes the **At Your Service...** community newsletter
- Publishes the weekly **CityHall News** electronic newsletter
- Directs programming on MGTV-5
- Produces the monthly MGTV-5 **City in 15** informational program
- Produces an annual City Calendar and Services Guide
- Administers the City's annual Citizens Academy
- Assists City departments with coordination of various public relations informational campaigns, programs and events



City Clerk / Community Relations

Department at a Glance - City Clerk

Funding Level Summary	2006-07 Actual	2007-08 Actual	Adjusted 2008-09 Budget	Estimated 2008-09 Budget	Adopted 2009-10 Budget	% of Change
City Clerk	\$ 311,013	\$ 399,787	\$ 492,977	\$ 457,620	\$ 484,500	5.9%
Total Department	\$ 311,013	\$ 399,787	\$ 492,977	\$ 457,620	\$ 484,500	5.9%
Personal Services	\$ 267,622	\$ 305,718	\$ 399,251	\$ 382,518	\$ 407,091	6.4%
Supplies	2,948	4,492	8,296	7,549	4,500	-40.4%
Other Services/Charges	40,443	89,577	85,430	67,553	72,909	7.9%
Total Department	\$ 311,013	\$ 399,787	\$ 492,977	\$ 457,620	\$ 484,500	5.9%

Personnel Summary

Full-Time	4	4	4	4	4
Regular Part-Time	-	-	-	-	-
Total Department	4	4	4	4	4

Department at a Glance - Elections

Funding Level Summary	2006-07 Actual	2007-08 Actual	Adjusted 2008-09 Budget	Estimated 2008-09 Budget	Adopted 2009-10 Budget	% of Change
Elections	\$ 109,054	\$ 79,641	\$ 138,052	\$ 118,654	\$ 87,755	-26.0%
Total Department	\$ 109,054	\$ 79,641	\$ 138,052	\$ 118,654	\$ 87,755	-26.0%
Personal Services	\$ 67,171	\$ 63,703	\$ 79,683	\$ 93,033	\$ 55,317	-40.5%
Supplies	5,260	14,728	19,069	17,835	3,300	-81.5%
Other Services/Charges	36,623	1,210	39,300	7,786	29,138	274.2%
Capital Outlay	-	-	-	-	-	0.0%
Total Department	\$ 109,054	\$ 79,641	\$ 138,052	\$ 118,654	\$ 87,755	-26.0%

Summary of Budget Changes

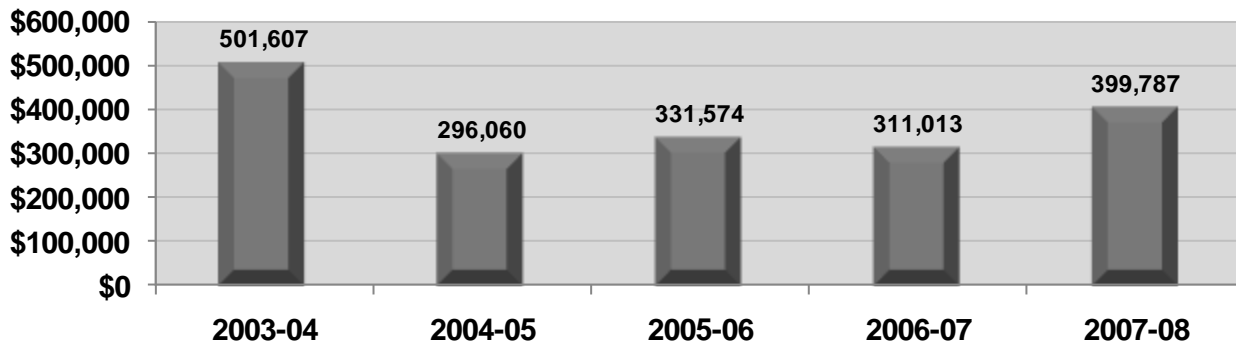
Significant Notes – 2009-10 Budget Compared to 2008-09 Budget – City Clerk

2002-03, Clerk/Treasurer

2005-06, Clerk and Treasurer’s office budgets separated

2007-08, Communication funds moved from Manager’s budget to Clerk’s budget

5-Year Operating Budget History – City Clerk

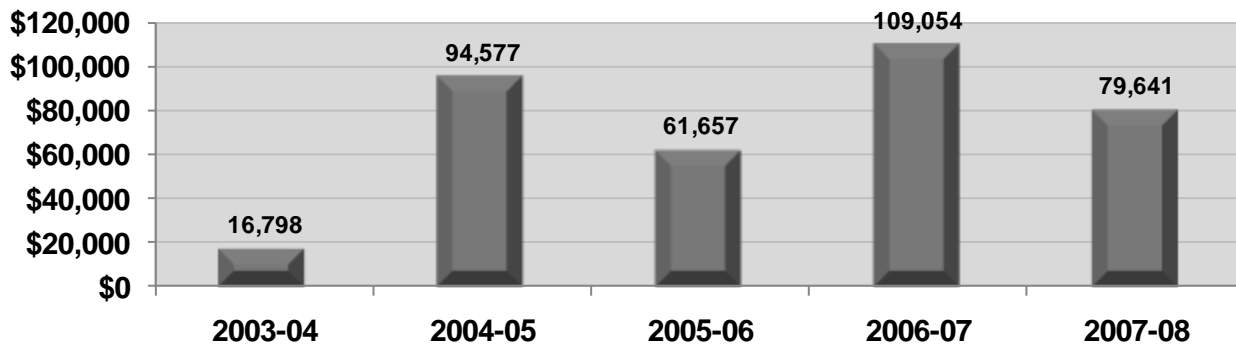


Significant Notes – 2009-10 Budget Compared to 2008-09 Budget - Elections

2003-04, there were only two small elections held July 1, 2003 and June 30, 2004

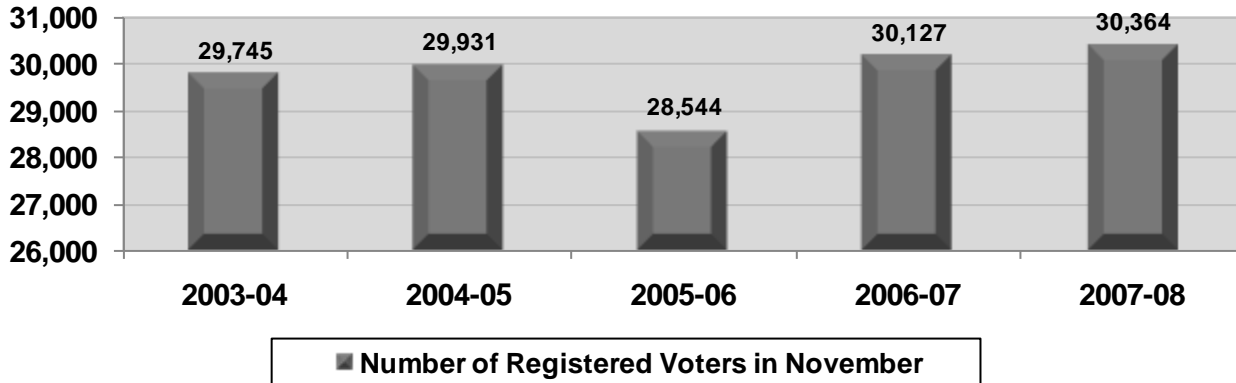
2004-05, increased election costs associated with November 2004 Presidential election

5-Year Operating Budget History – Elections



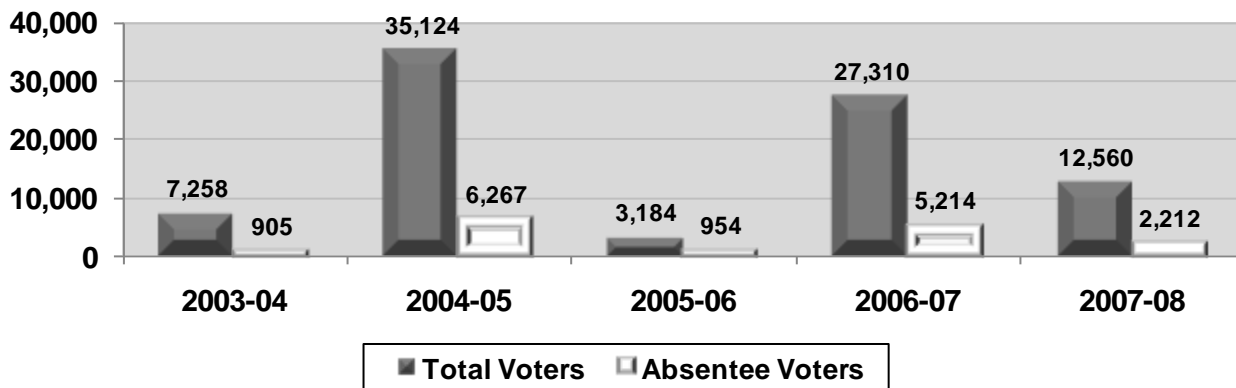
Key Departmental Trends

Voter Registrations



These numbers reflect the registered voter count for the November election of each fiscal year. The increase in voter registration between 2005-06 and 2006-07 can be attributed to voter registration drives that typically occur before major elections like the Governor’s Election in November.

Voter Transactions



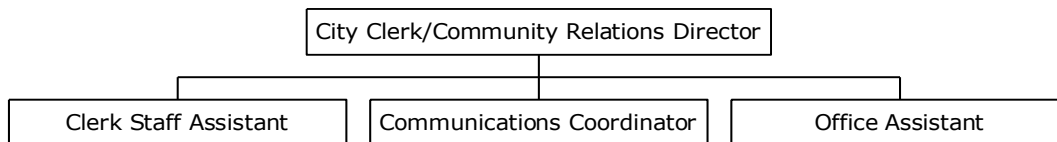
During any given fiscal year, the City Clerk’s Office will administer three elections: one in August (typically a state or local primary and ballot proposals), one in November (federal, state or local election and ballot proposals), and May (typically the local school board elections and ballot proposals). Odd-numbered years typically reflect a City Council election in November, which may or may not be preceded by an August primary.

Performance Objectives

Performance Indicators (OUTPUT)	2006-07 Actual	2007-08 Actual	% Change
Registered Voters (November)	30,127	30,364	0.8%
Voter Transactions	27,310	12,560	-54.0%
Absentee Voters	5,214	2,212	-57.6%
Press Releases	122	173	41.8%
MGTV-5 Productions (C15, others)	13	13	0.0%
Editions of At Your Service... Newsletters Produced	4	5	25.0%

While the 2007-2008 election year saw more election activity than normal, with the addition of the February 2008 Presidential Primary, the remainder of the election year was fairly quiet with no August 2007 City Council primary and a smaller Council election, with only two contested seats. This accounts for the dramatic decrease in the amount of voter transactions and absentee voters. This is in comparison with the 2006-07 election year that included a large August Governor's primary and several Midland County ballot proposals followed by the November 2006 Governor's election that saw significant voter turnout.

Organizational Chart



Staff Summary	Approved 2007-08	Approved 2008-09	Adopted 2009-10
<u>Full-Time</u>			
City Clerk/Community Relations Director	1	1	1
Communications Coordinator	1	1	1
Clerk Staff Assistant	1	1	1
Office Assistant	1	1	1
Total Full-Time	4	4	4
<u>Regular Part-Time</u>			
None	0	0	0
Total Regular Part-Time	0	0	0
Department Total	4	4	4