



**City Clerk / Community Relations & DDA 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](http://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	2007-08 Actual	2008-09 Actual	Adjusted 2009-10 Budget	Estimated 2009-10 Budget	Adopted 2010-11 Budget	% of Change
City Clerk	\$ 399,787	\$ 444,921	\$ 487,422	\$ 464,127	\$ 489,871	5.5%
<b>Total Department</b>	<b>\$ 399,787</b>	<b>\$ 444,921</b>	<b>\$ 487,422</b>	<b>\$ 464,127</b>	<b>\$ 489,871</b>	<b>5.5%</b>
Personal Services	\$ 305,718	\$ 369,254	\$ 407,091	\$ 399,215	\$ 419,494	5.1%
Supplies	4,492	3,897	8,247	6,065	2,700	-55.5%
Other Services/Charges	89,577	71,770	72,084	58,847	67,677	15.0%
<b>Total Department</b>	<b>\$ 399,787</b>	<b>\$ 444,921</b>	<b>\$ 487,422</b>	<b>\$ 464,127</b>	<b>\$ 489,871</b>	<b>5.5%</b>

### Personnel Summary

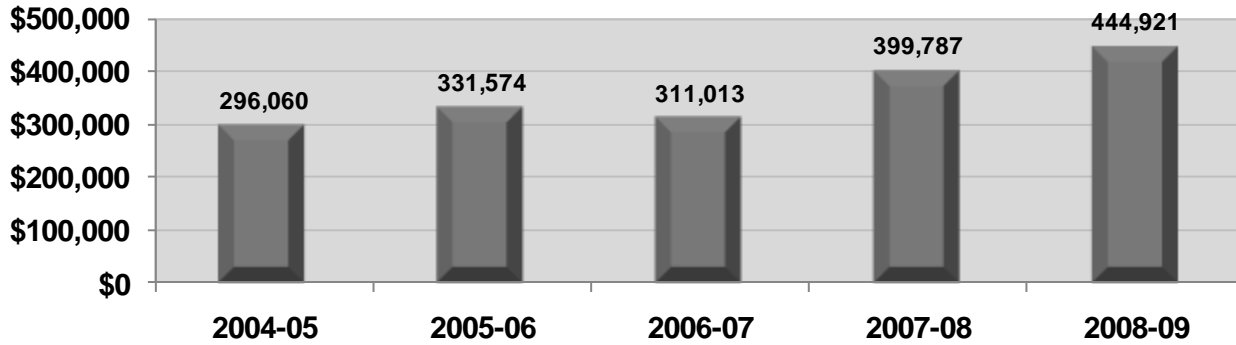
Full-Time	4	4	4	4	4
Regular Part-Time	-	-	-	-	-
<b>Total Department</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>

## Department at a Glance - Elections

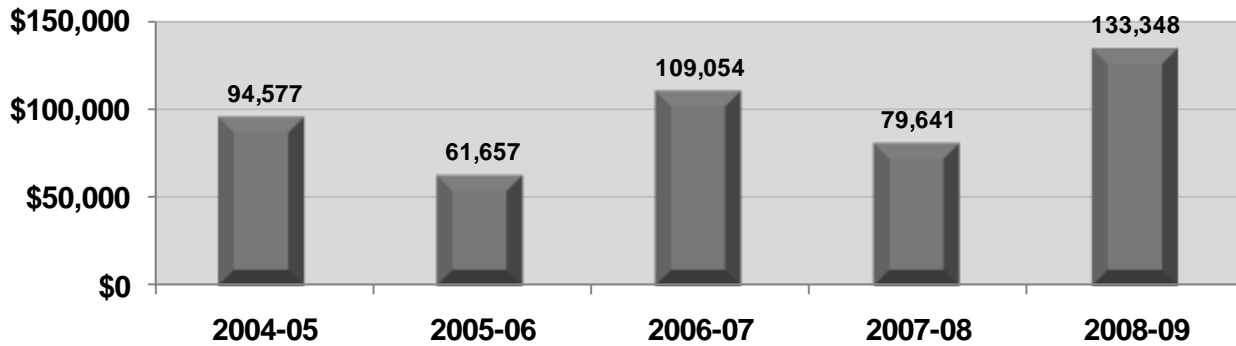
Funding Level Summary	2007-08 Actual	2008-09 Actual	Adjusted 2009-10 Budget	Estimated 2009-10 Budget	Adopted 2010-11 Budget	% of Change
Elections	\$ 79,641	\$ 133,348	\$ 87,755	\$ 47,314	\$ 79,455	67.9%
<b>Total Department</b>	<b>\$ 79,641</b>	<b>\$ 133,348</b>	<b>\$ 87,755</b>	<b>\$ 47,314</b>	<b>\$ 79,455</b>	<b>67.9%</b>
Personal Services	\$ 63,703	\$ 97,302	\$ 55,317	\$ 30,566	\$ 47,862	56.6%
Supplies	14,728	16,370	3,300	2,901	4,700	62.0%
Other Services/Charges	1,210	19,676	29,138	13,847	26,893	94.2%
Capital Outlay	-	-	-	-	-	0.0%
<b>Total Department</b>	<b>\$ 79,641</b>	<b>\$ 133,348</b>	<b>\$ 87,755</b>	<b>\$ 47,314</b>	<b>\$ 79,455</b>	<b>67.9%</b>

## Summary of Budget Changes

### 5-Year Operating Budget History – City Clerk



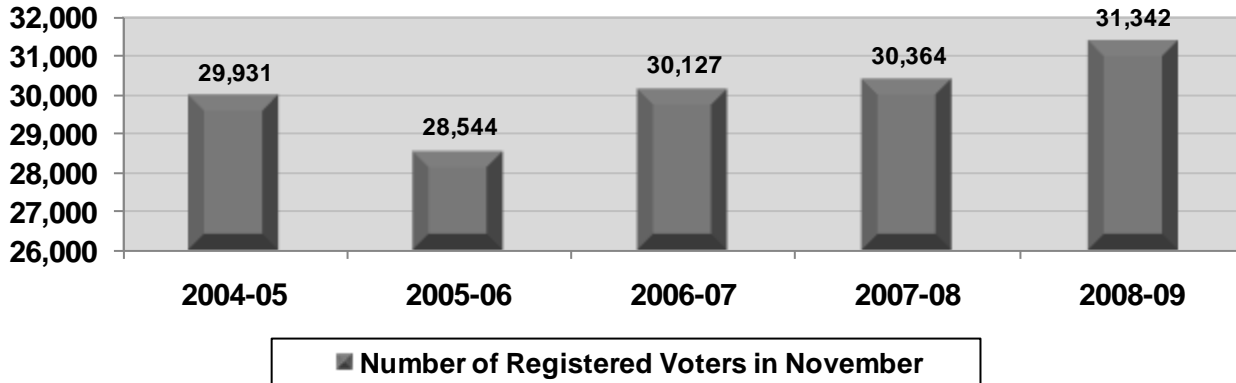
### 5-Year Operating Budget History – Elections



Fiscal year 2008-09 was a very large election year with two local millage proposals on the August 2008 ballot, a very significant presidential election in November 2008 and a large voter turnout for the May 2009 Midland Public School Millage Renewal proposal.

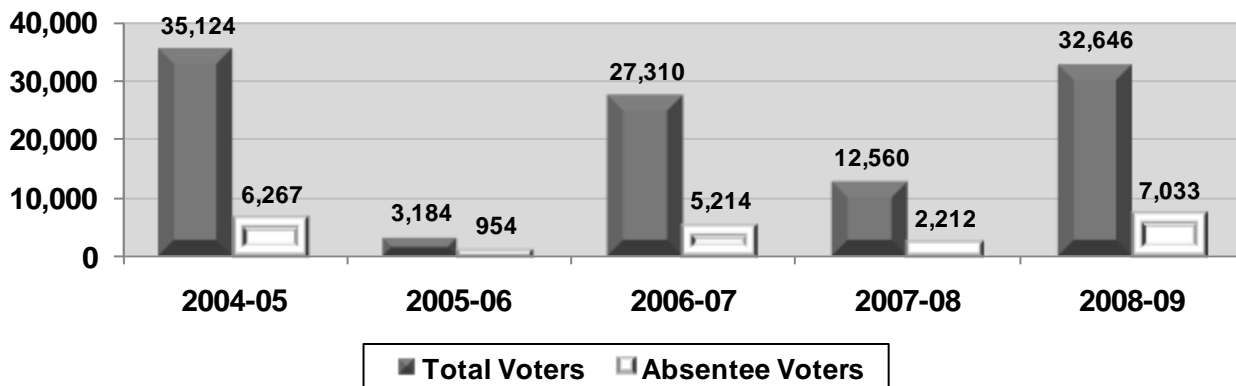
## Key Departmental Trends

### 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



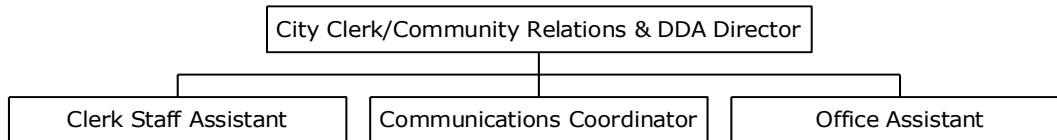
During any given fiscal year, the City Clerk’s Office will administer three elections: one in August (typically a state or local primary and ballot proposals), one in November (federal, state or local election and ballot proposals), and May (typically the local school board elections and ballot proposals).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

## Performance Objectives

<b>Performance Indicators (OUTPUT)</b>	<b>2007-08 Actual</b>	<b>2008-09 Actual</b>	<b>% Change</b>
Registered Voters (November)	30,364	31,342	3.2%
Voter Transactions	12,560	32,646	159.9%
Absentee Voters	2,212	7,033	217.9%
Press Releases	173	202	16.8%
MGTV-5 Productions (C15, others)	13	15	15.4%
Editions of At Your Service... Newsletters Produced	5	4	-20.0%

The 2008-09 election year saw a dramatic increase in voter activity due to the November 2008 Presidential Election. The remainder of the fiscal year saw ballot local initiatives appearing on the August 2008 ballot and a significant voter turnout for the May 2009 school millage renewal.

## Organizational Chart



<b>Staff Summary</b>	<b>Approved 2008-09</b>	<b>Approved 2009-10</b>	<b>Adopted 2010-11</b>
<u>Full-Time</u>			
City Clerk/Community Relations/DDA Director	1	1	1
Communications Coordinator	1	1	1
Clerk Staff Assistant	1	1	1
Office Assistant	1	1	1
<b>Total Full-Time</b>	<b>4</b>	<b>4</b>	<b>4</b>
<u>Regular Part-Time</u>			
None	0	0	0
<b>Total Regular Part-Time</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Department Total</b>	<b>4</b>	<b>4</b>	<b>4</b>