



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)
- 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	2008-09 Actual	2009-10 Actual	Adjusted 2010-11 Budget	Estimated 2010-11 Budget	Adopted 2011-12 Budget	% of Change
City Clerk	\$ 444,921	\$ 458,302	\$ 490,871	\$ 470,216	\$ 473,665	0.7%
Total Department	\$ 444,921	\$ 458,302	\$ 490,871	\$ 470,216	\$ 473,665	0.7%
Personal Services	\$ 369,254	\$ 397,146	\$ 419,494	\$ 404,498	\$ 398,572	-1.5%
Supplies	3,897	5,176	2,700	3,291	3,200	-2.8%
Other Services/Charges	71,770	55,980	68,677	62,427	71,893	15.2%
Total Department	\$ 444,921	\$ 458,302	\$ 490,871	\$ 470,216	\$ 473,665	0.7%

Personnel Summary

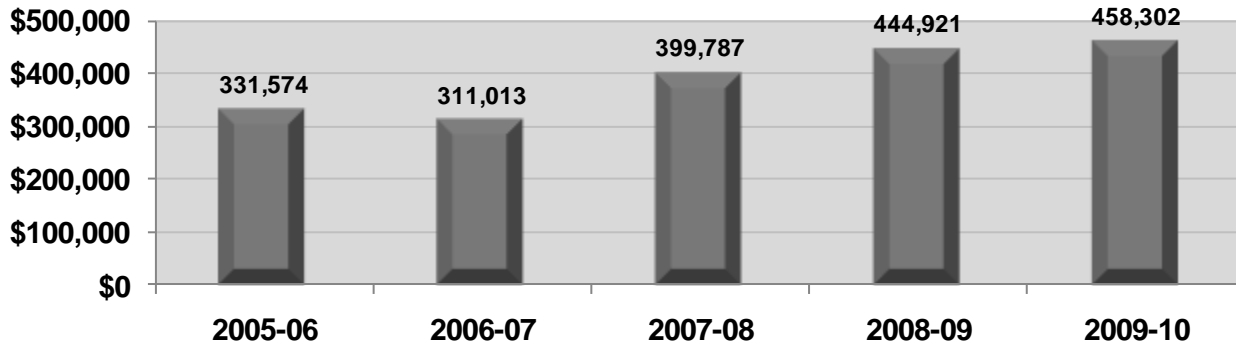
Full-Time	4	4	4	4	4
Regular Part-Time	-	-	-	-	-
Total Department	4	4	4	4	4

Department at a Glance - Elections

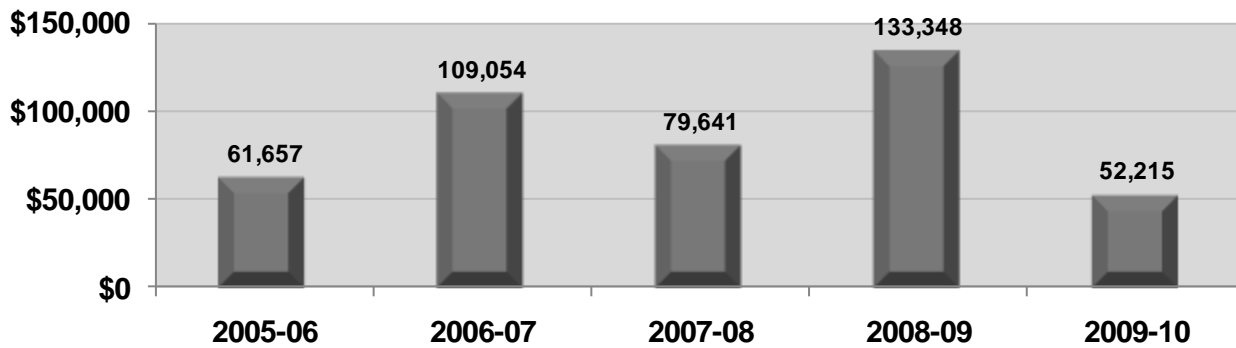
Funding Level Summary	2008-09 Actual	2009-10 Actual	Adjusted 2010-11 Budget	Estimated 2010-11 Budget	Adopted 2011-12 Budget	% of Change
Elections	\$ 133,348	\$ 52,215	\$ 79,455	\$ 94,335	\$ 101,430	7.5%
Total Department	\$ 133,348	\$ 52,215	\$ 79,455	\$ 94,335	\$ 101,430	7.5%
Personal Services	\$ 97,302	\$ 30,728	\$ 47,862	\$ 64,411	\$ 65,157	1.2%
Supplies	16,370	4,356	4,700	4,798	7,900	64.7%
Other Services/Charges	19,676	17,131	26,893	25,126	28,373	12.9%
Total Department	\$ 133,348	\$ 52,215	\$ 79,455	\$ 94,335	\$ 101,430	7.5%

Summary of Budget Changes

5-Year Operating Budget History – City Clerk



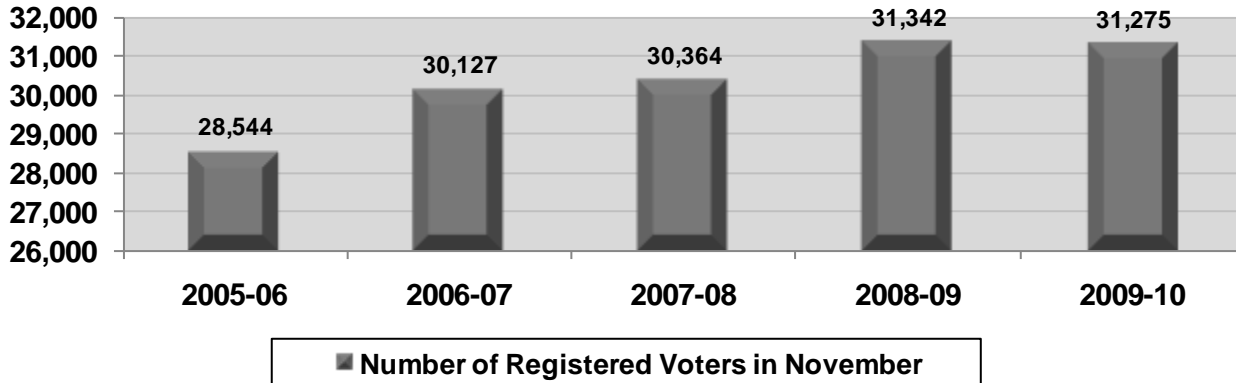
5-Year Operating Budget History – Elections



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.

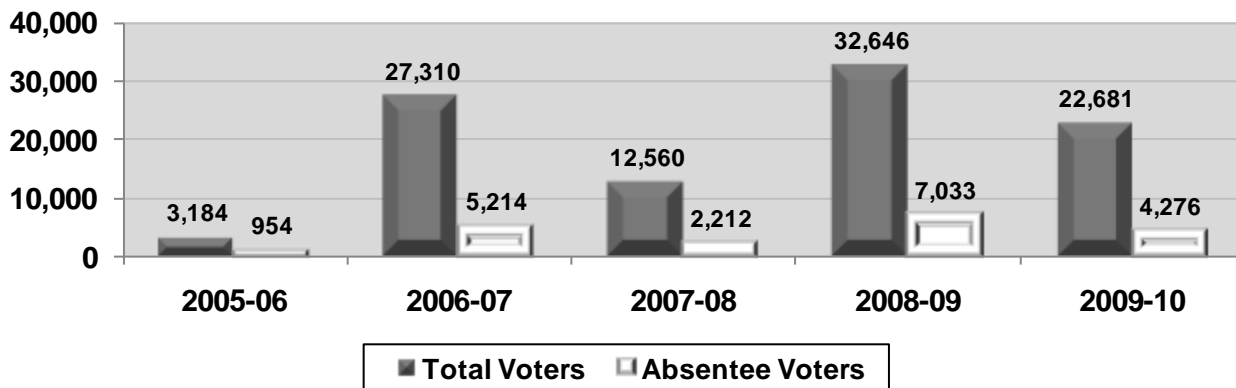
Key Departmental Trends

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



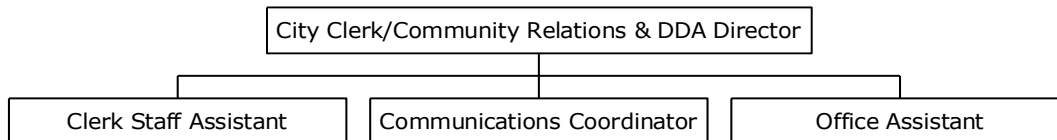
During any given fiscal year, the City Clerk’s Office will administer three elections: one in August (typically a state or local primary and ballot proposals), one in November (federal, state or local election and ballot proposals), and May (typically the local school board elections and ballot proposals).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

Performance Objectives

Performance Indicators (OUTPUT)	2008-09 Actual	2009-10 Actual	% Change
Registered Voters (November)	31,342	31,275	-0.2%
Voter Transactions	32,646	22,681	-30.5%
Absentee Voters	7,033	4,276	-39.2%
Press Releases	202	221	9.4%
MGTV-5 Productions (C15, others)	15	15	0.0%
Editions of At Your Service... Newsletters Produced	4	3	-25.0%

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



Staff Summary	Approved 2009-10	Approved 2010-11	Adopted 2011-12
<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
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

