

Resolution No. 4-22

A RESOLUTION ESTABLISHING THE MARKETING AND COMMUNICATIONS ADVISORY COMMITTEE

WHEREAS, the Village of Plain City Council has committed to providing high level communications regarding community issues, programs, and events; and

WHEREAS, the Village of Plain City Council is in the process of several marketing and design projects that will need collaborative support to result in optimized outcomes; and

WHEREAS, the Village of Plain City Council wishes to establish a committee to serve as a resource to support the Village's comprehensive plan and advisor on communications and marketing projects as needed;

NOW THEREFORE BE IT ORDAINED by the Council of the Village of Plain City, Ohio, a majority of the members elected or appointed thereto concurring, as follows:

- Section 1.** Village Council hereby establishes a Communications and Marketing Advisory Committee, which shall consist of interested residents, Council members, and staff members, who shall appoint their own chair and conduct public meetings at such dates and times as desirable and the committee will provide notice to the public.
- Section 2.** The Village of Plain City Mayor shall solicit interest from residents, Council members and staff who wish to serve on the committee and provide applications to Council for appointment approval.
- Section 3.** The Communications and Marketing Advisory Committee's mission shall be as listed in Exhibit B.

Passed: February 28, 2022.

Attest: Healy Lupton Village Clerk Jody Carney Mayor


First reading: February 14, 2022. Vote: yea nay abstain

Second reading: February 28, 2022. Vote: 5 yea 0 nay 0 abstain

Certificate of Publication

The undersigned, being Village Fiscal Officer of the Village of Plain City, hereby certifies that the foregoing was published by posting for 15 days as required by law and in accordance with Section 123.01 of the Codified Ordinances. The posting was done from _____, 2022 to _____, 2022 at the Office of the Clerk located at 800 Village Boulevard; all being in the Village of Plain City, Ohio and the Village of Plain City Website at www.pain-city.com.

Date: 3-10-22, 2022



Village Clerk

Communications & Marketing Advisory Committee Overview



A proud heritage, a promising future

Mission: To serve as a resource to support the Village and advise on communications and marketing projects as needed. The committee shall also advise on development and implementation of excellent communications tools, strategies, and practices.

Members: 4 residents, appointed by the Mayor with the Council consent, 1 staff member and 1 Council member. Whenever possible the members should be residents or Village business owners. Residents with background in the following fields will be given preference:

- Branding and/or Marketing
- Public Relations and/or Outreach
- Technology
- Event planning

Meetings: At least once each month when there are Village activities to be considered and not less than once every three (3) months in any event.

Term: Terms of three (3) years, each resident member will be appointed for staggered terms.

Powers and Duties: As a member you have the following powers and duties:

1. Assist Village Council in identifying opportunities to understand and improve communications that enhance the ability of Plain City citizens to learn about community issues, programs, and events and increase community engagement.
2. Monitor and make marketing and branding strategy recommendations to strengthen and promote Plain City's image and reputation.
3. Provide input on new technology measures put in place by the Village and serve as a focus group to test the technology before it is released to the public.
4. Recommend ways to measure the effectiveness of the communications and marketing efforts and create feedback loops that support continual improvement.
5. Advise on communication and marketing resources for inclusion in the annual operating budget

