



REPORT TO CITY COUNCIL

Approved by:



Arnoldo Rodriguez, City Manager

Council Meeting of: August 2, 2023

Agenda Number: D-1

SUBJECT:

Adoption of Ceremonial Documents Guidelines

RECOMMENDATION:

Adopt a Resolution Approving the Protocols Guidebook Section Concerning Ceremonial Documents

SUMMARY:

At the May 17, 2023 City Council meeting, Council requested staff prepare a report and return with policies regarding various procedures associated with Council meetings. The City Manager and City Attorney recommended an approach wherein the Council would adopt a Protocols Guidebook (Guidebook) with specific chapters addressing matters such as but not limited to:

- Rules for conducting meetings
- Ceremonial documents (Proclamations, Certificates, etc.)
- Use of City facilities
- Support of special events

After receiving direction from Council, staff has prepared draft guidelines for issuing Ceremonial Documents. Staff presented the guidelines to the Council at its July 19, 2023 meeting. The attached document incorporates Council feedback.

In short, staff is recommending that the Council consider the following types of Ceremonial Documents:

1. Proclamation
2. Certificate of Recognition
3. Certificate of Commendation

4. Certificate of Appreciation
5. Congratulatory Certificate
6. Outgoing Mayor and Councilmembers
7. Distinguished Visitors

Tables 1 and 2 provide an overview of the types of ceremonial documents, sans the last two items listed (5 and 6).

Table 1: Ceremonial Documents that require approval by majority vote of the City Council	
Proclamation	Certificate of Recognition
<ul style="list-style-type: none"> a. Civic celebrations b. Commemorative events c. Social awareness d. Significant community-based events e. Significant anniversaries of City-based institutions, corporations, community partners, and non-profit organizations f. Retirement of City Employee (15 or more years of service) 	<ul style="list-style-type: none"> a. Exceptional accomplishments attained by local groups, businesses, civic organizations, or individuals b. Individuals or groups who have made significant contributions to the community c. Outstanding achievements or contributions by non-profit organizations d. Organizations contributing to the economic development of the City

Table 2: Ceremonial Documents that do not require approval by a majority vote of the City Council		
Certificate of Commendation	Certificate of Appreciation	Congratulatory Certificate
<ul style="list-style-type: none"> a. Acts of Heroism b. Academic/Athletic accomplishments c. Youth Development Organizations d. Non-profit organizations for a significant accomplishment or event e. Outgoing City Commissioners or Committee Members 	For significant: <ul style="list-style-type: none"> a. Monetary donations b. In-kind contributions c. Cultural contributions d. Volunteer efforts 	<ul style="list-style-type: none"> a. Milestone Birthdays b. Groundbreaking Ceremonies c. Ribbon Cutting/Grand Opening Ceremonies

Table 3 provides an overview of the documents.

Table 3: Summary of Ceremonial Documents

#	Document	Approving Body	Council Majority	Signature	Presentation location (2)	Approval process
1	Proclamations	Council	Yes	Council majority (1)	Council meeting	The <i>Annual List</i> shall be list approved by Council; if not included, requires two Council meetings: 1. To present the item to Council for consideration 2. If approved, presentation to the recipient
2	Certificate of Recognition	Council	Yes	Council majority (3)	Council meeting	Two Council meetings: 1. To present the item to Council for consideration 2. If approved, presentation to the recipient
3	Certificate of Commendation	Mayor or Councilmember	No	Mayor or Councilmember (4)	Council meeting or other event	Mayor or Councilmember
4	Certificate of Appreciation	Mayor or Councilmember	No	Mayor or Councilmember (4)	Council meeting or other event	Mayor or Councilmember
5	Congratulatory Certificate	Mayor or Councilmember	No	Mayor or Councilmember (4)	Outside of Council meeting	Mayor or Councilmember
6	Outgoing Councilmembers	N/A	N/A	N/A	Council meeting	Outgoing elected members shall receive a plaque; Mayor also receives a gavel
7	Distinguished Visitor	Mayor or Councilmember	No	Mayor or Councilmember	Council meeting or other event	Delivered to the City Clerk who will prepare the plaque

(1) Councilmembers may submit a written request to the City Clerk to be omitted from being a signatory to any given Proclamation on the approved list.

(2) “Other event” is used to indicate outside of City Council meeting

(3) Signatures shall be reserved for Councilmembers who vote in the affirmative. For Councilmembers that vote in the negative, they may request to be added five days prior to the meeting when the certificate will be issued.

(4) Council members will have five business days to request inclusion on the signature block and provide said signature.

FINANCIAL IMPACT:

While difficult to quantify, staff anticipates a nominal cost associated with the preparation of ceremonial documents.

ALTERNATIVES:

Council may choose not to adopt a Resolution on this matter as presented, and rather provide further direction for revision or amendment of any item included in the Ceremonial Document portion of the Guidebook.

ATTACHMENTS:

1. Resolution
 - A. Procedures for Issuing Ceremonial Documents
 - i. Attachment 1: List of Annual Proclamations

Attachment 1:
Resolution

RESOLUTION NO. 23-__

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MADERA,
CALIFORNIA, ADOPTING THE CEREMONIAL DOCUMENT GUIDELINES**

WHEREAS, the City of Madera has previously issued Proclamations, City Council Certificates of Recognition, and Mayor's Certificates to individuals, groups, organizations, and businesses for various accomplishments, good deeds, civic duty, donations, volunteer events, etc.; and

WHEREAS, on May 17, 2023, the City Council requested that staff prepare a report and return with policies regarding various procedures, including the issuance of ceremonial documents; and

WHEREAS, City staff recommended that Council consider a Protocols Guidebook which would include Rules for conducting meetings, Ceremonial documents, Use of City facilities, and Support of Special events; and

WHEREAS, on July 19, 2023, staff presented a draft of the Ceremonial Documents Guidelines that outlines protocols for the issuance of said documents; and

WHEREAS, staff recommended that the Council consider issuing Proclamations, Certificates of Recognition, Certificates of Commendation, Certificates of Appreciation, and Congratulatory Certificates; and

WHEREAS, the Ceremonial Documents Guidelines outline who may request, issue, sign, and present ceremonial documents; and

WHEREAS, to facilitate the scheduling and planning of City Council meeting recognition events, the City Council will adopt an annual list of known Proclamations, provided in Attachment 1 of the Ceremonial Documents Guidelines; and

WHEREAS, the annual list of Proclamations shall be presented to the Council annually; and

WHEREAS, the Council may amend the list of Proclamations as it deems necessary.

NOW, THEREFORE, THE COUNCIL OF THE CITY OF MADERA hereby resolves, finds, and orders as follows:

1. The above recitals are true and correct.
2. The Ceremonial Document Guidelines provided as Attachment A is approved.
3. This resolution is effective immediately upon adoption.

* * * * *

Attachment A:

Procedures for Issuing Ceremonial Documents, including annual list of
Proclamations

Procedures for Issuing Ceremonial Documents

A. Purpose

This policy aims to establish guidelines that will govern Ceremonial Documents issued by the City.

Any Ceremonial Document listed is for recognition purposes and does not carry legal, legislative, or monetary value. Additionally, Ceremonial Documents are not intended to be duplicative; only one type of document shall be issued per event, person, or achievement based on the most appropriate category defined within this policy.

B. Types of Ceremonial Documents

1. Proclamation
2. Certificate of Recognition
3. Certificate of Commendation
4. Certificate of Appreciation
5. Congratulatory Certificate
6. Outgoing Mayor and Councilmembers
7. Distinguished Visitors

Tables 1 and 2 provide an overview of the types of ceremonial documents, sans the last two listed.

Table 1: Ceremonial Documents that require approval by a majority vote of the City Council	
Proclamation	Certificate of Recognition
<ol style="list-style-type: none">a. Civic celebrationsb. Commemorative eventsc. Social awarenessd. Significant community-based eventse. Significant anniversaries of City-based institutions, corporations, community partners, and non-profit organizationsf. Retirement of City Employee (15 or more years of service)	<ol style="list-style-type: none">a. Exceptional accomplishments attained by local groups, businesses, civic organizations, or individualsb. Individuals or groups who have made significant contributions to the communityc. Outstanding achievements or contributions by non-profit organizationsd. Organizations contributing to the economic development of the City

Table 2: Ceremonial Documents that do not require approval by a majority vote of the City Council		
Certificate of Commendation	Certificate of Appreciation	Congratulatory Certificate
<ol style="list-style-type: none">a. Acts of Heroismb. Academic/Athletic accomplishmentsc. Youth Development Organizationsd. Non-profit organizations for a significant accomplishment or evente. Outgoing City Commissioners or Committee Members	<p>For significant:</p> <ol style="list-style-type: none">a. Monetary donationsb. In-kind contributionsc. Cultural contributionsd. Volunteer efforts	<ol style="list-style-type: none">a. Milestone Birthdaysb. Groundbreaking Ceremoniesc. Ribbon Cutting/Grand Opening Ceremonies

C. Who may request a Ceremonial Document

Requests for Ceremonial Documents may be made by the Mayor, any Councilmember, City residents, Madera-based organizations, Madera businesses, or City employees.

D. Request for Recognition

The City will consider a request as long as the request demonstrates some type of local community interest and promotes activities within the City. The general criteria for the issuance of these types of recognition are:

- a. Issues with widespread community interest or concern
- b. Recognition of significant local service groups, businesses, civic organizations, or outstanding individual or team accomplishments
- c. Appreciation for donations, cultural contributions, or volunteer efforts
- d. Acknowledgment of significant events or celebrations
- e. Public awareness
- f. Special honors

E. Process for Recognition

An individual or organization must submit a written request for consideration. Verbal inquiries may be made to inquire about the process or policy; however, only written requests will be acted upon by the City. Written requests should be sent to the attention of the City Clerk within the timeframes outlined in this document.

If a request for recognition is consistent with the request categories described in this document, the City Manager may direct staff to issue such recognition award as outlined herein and the City Clerk shall forward a copy to the appropriate member(s) of Council for signature and presentation. The City Manager or City Clerk may also reject the request on the grounds that the criteria are not satisfied. Staff will prepare an informational report to the City Council advising of any rejected requests, and the reason for the rejection. Recognition requests not consistent with the categories outlined in this document may be agendaized for consideration by the City Council upon direction to do so from a majority of the Council at a Council meeting under "Councilmember Communications." Approval by a majority vote of the City Council is required for issuance of such recognition.

F. Action on Requests

Requests will be subject to a review and approval process. The City reserves the right to determine the type of document to be issued based on the information provided by the requesting party. Submission of a request does not guarantee the issuance of a ceremonial document.

The listed timelines are estimates. In certain cases, the City Council may not meet, thus greater lead times are advised.

1. Proclamations

Issued to honor, celebrate, or bring public awareness of a date, event, or significant commemorations that may impact the City and its residents. A proclamation is recognition of an individual, organization, or business that has positively contributed to the City in relation to said date, event, or issue. A proclamation may also be used to bring public awareness of special celebrations, historically significant events, or specific days/weeks/months that further social awareness.

Proclamations may be issued for:

- a. Civic celebrations
- b. Commemorative events
- c. Social awareness
- d. Significant community-based events
- e. Significant anniversaries of City based institutions, corporations, community partners, and non-profit organizations
- f. Retirement of City employee with 15 or more years of service

A. Annual Proclamations

- a. To facilitate scheduling and planning of City Council meeting recognition events, the City Council will adopt an annual list of known proclamations, provided in Attachment 1 to this policy.
- b. Staff will prepare a draft list for Council's review each year for the subsequent calendar year. Any modifications to Attachment 1 require a majority vote of the City Council.
- c. Following Council approval of Attachment 1 for a given calendar year, the City Clerk will circulate to members of the City Council a list of approved annual Proclamations. Councilmembers may submit a written request to the City Clerk to be omitted from being a signatory to any given Proclamation on the approved list. Notifications to the City Clerk regarding signatory status must be provided at least one (1) month prior to the anticipated issuance.

B. Request for Recognition by Proclamation

Proclamations not identified in Attachment 1 may be considered on a case-by-case basis. The City will consider a request from any group or individual as long as the request has measurable local support and promotes activities within the City. The general criteria for the issuance of these types of Proclamations are:

- a. Civic celebrations
- b. Commemorative events
- c. Social awareness
- d. Significant community-based events
- e. Significant anniversaries of City-based institutions, corporations, community partners, and non-profit organizations
- f. Fundraisers benefiting the citizens of the City
- g. Retirement of City employee with 15 or more years of service

C. Procedures

- a. Requests shall be in writing and made 45 days before the requested presentation date. At a minimum, request shall identify:
 - i. Desired date of issuance
 - ii. To whom the Proclamation will be addressed
 - iii. The purpose or reason for the Proclamation
 - iv. At least three (3), but no more than five (5), descriptive statements about the nature of the event/organization to be recognized.
 - v. How or why the recognition has local significance.
 - vi. Who will attend the City Council meeting to accept the Proclamation and anticipated number of participants.
- b. If consistent with these guidelines, requests shall be scheduled by staff for Council consideration at the next available City Council meeting.
- c. At a regular or special City Council meeting, the Council may consider the request and provide direction to staff to proceed with a Proclamation by majority vote. If there is no action taken or the majority vote is not in the affirmative, the request is considered denied.
- d. If approved by the City Council at the initial meeting, The Mayor or their designee will present the Proclamation at a subsequent regular or special City Council meeting.
- e. Signatures shall be reserved for Councilmembers who vote in the affirmative. For Councilmembers that vote in the negative, their signature block shall be omitted from the ceremonial document unless they notify the City Clerk in writing otherwise at least five (5) business days prior to the meeting when the Proclamation will be issued.

2. Certificate of Recognition

Certificates of Recognition are intended to recognize individuals, organizations, or businesses for special events, achievements, and exceptional contributions to the community. Certificates of Recognition acknowledge an individual, organization, or business that has positively contributed to the City in relation to a specific milestone date, event, achievement, or contribution.

Certificates of Recognition are not intended to be annually issued for the same purpose, however the City recognizes that sometimes our citizenry exceeds the norm and Certificates of Recognition may be issued more than once for repetitive donations or team championships, as examples, due to exemplary support or achievement.

Certificates of Recognition may be issued for:

- a. Exceptional accomplishments attained by local groups, businesses, civic organizations, or individuals
- b. Individuals or groups who have made significant contributions to the community
- c. Outstanding achievements or contributions by non-profit organizations
- d. Organizations contributing to the economic development of the City

A. Request for Recognition

The City will consider a request from any group or individual, as long as the request has measurable local support and promotes activities within the City. The general criteria for the issuance of these types of recognition are:

- a. Issues with widespread community interest or concern, with a primary emphasis on requests in support of the City
- b. Recognition of significant local group, business, civic organizations or outstanding individual accomplishments
- c. Appreciation for cultural contributions, or volunteer efforts
- d. Acknowledgment of significant events or celebrations

B. Procedures

- a. Requests shall be in writing and made 45 days before the requested date. Requests shall include:
 - i. Desired date of issuance
 - ii. To whom the Certificate of Recognition will be addressed
 - iii. The purpose or reason for the Certificate of Recognition
 - iv. At least three (3), but no more than five (5), descriptive statements about the nature of the event/organization to be recognized.
 - v. How or why the recognition has local significance.
 - vi. Who will attend the City Council meeting to accept the Certificate and anticipated number of participants, or alternatively, the desired pick-up date.
- b. If consistent with these guidelines, requests shall be scheduled by staff for Council consideration at the next available City Council meeting.
- c. At a regular or special City Council meeting, the Council may consider the request and provide direction to staff to proceed with a Certificate of Recognition by majority vote. If

there is no action taken or the majority vote is not in the affirmative, the request is considered denied.

- d. If approved by the City Council at the initial meeting, the Mayor or their designee will present the Certificate of Recognition at a subsequent regular or special City Council meeting.
- e. Signatures shall be reserved for Councilmembers who vote in the affirmative. For Councilmembers that vote in the negative, their signature block shall be omitted from the ceremonial document unless they notify the City Clerk in writing otherwise at least five (5) business days prior to the meeting when the Certificate of Recognition will be issued.

3. Certificate of Commendation

This certificate recognizes a person or group, including a team, who has performed in a commendable manner.

Certificates of Commendation may be issued for:

- a. Acts of Heroism
- b. Academic/Athletic accomplishments
- c. Youth Development Organizations
- d. Non-profit organizations for a significant accomplishment or event
- e. Outgoing City Commissioners or Committee Members

A. Procedures

- a. Requests shall be made in writing and made 14 days before the requested issue date. Requests shall include:
 - i. Date when the act or accomplishment occurred
 - ii. To whom the Certificate of Commendation will be addressed
 - iii. The purpose or reason for the Certificate of Commendation
 - iv. At least three (3), but no more than five (5), descriptive statements about the nature of the event/organization to be recognized.
 - v. How or why the recognition has local significance.
 - i. If applicable, date of event where Certificate will be awarded or desired Council meeting date.
- b. Requests may be made by individual members of the City Council.
- c. Individuals, groups, or organizations may request a certificate to be presented during a regular City Council meeting.
- d. A vote of the Council is not required. The City Clerk will issue the Certificate of Commendation upon approval of the request by the City Manager.
- e. When requested by a member of the public, all Certificates of Commendation will be signed by the Mayor.
- f. When requested by a member of the Council, the Certificate of Commendation will be signed by the member making the request.
- g. When a Certificate of Commendation is to be issued, the City Clerk will advise all members of the Council of the nature and intent of the Certificate. Council members will have five (5) business days to request inclusion on the signature block and provide said signature.

B. Presentation

- a. Certificates of Commendation shall be presented by the requesting elected official (i.e., Mayor or Councilmember). They may be presented at a regular or special Council meeting, pending the availability of the elected official. However, Certificates of Commendation need not be presented at an official meeting of the Council and may be presented at a local recognition event.
- b. The person or group may elect to receive the Certificate of Commendation by collecting the certificate in-person from the City Clerk's Office.

4. Certificate of Appreciation

Certificates of Appreciation are intended to acknowledge the efforts of individuals, groups, organizations, or companies in Madera that provide a measurable benefit to the community.

Certificates of Appreciation may be issued for significant:

- a. Monetary donations to the City
- b. In-kind contributions to the City
- c. Cultural contributions to the community
- d. Volunteer efforts within the community

A. Procedures

- a. Requests shall be in writing and made 14 days before the requested date. Requests shall include:
 - i. Date when the act or effort occurred.
 - ii. To whom the Certificate of Appreciation will be addressed
 - iii. The purpose or reason for the Certificate of Appreciation
 - iv. At least three (3), but no more than five (5), descriptive statements about the nature of the act or effort to be recognized.
 - v. How or why the recognition has local significance.
 - vi. If applicable, date of event where Certificate will be awarded or desired Council meeting date.
- b. Requests may be made by individual members of the City Council.
- c. Individuals, groups, or organizations may request a certificate to be presented during a regular City Council meeting.
- h. A vote of the Council is not required. The City Clerk will issue the Certificate of Appreciation upon approval of the request by the City Manager.
- i. When requested by a member of the public, all Certificates of Appreciation will be signed by the Mayor.
- j. When requested by a member of the Council, the Certificate of Appreciation will be signed by the member making the request.
- k. When a Certificate of Appreciation is to be issued, the City Clerk will advise all members of the Council of the nature and intent of the Certificate. Council members will have five (5) business days to request inclusion on the signature block and provide said signature.

B. Presentation

- a. Certificates of Appreciation shall be presented by the requesting elected official (i.e., Mayor or Councilmember). They may be presented at a regular or special Council meeting pending the availability of the elected official. However, Certificates of Appreciation need not be presented at an official meeting of the Council and may be presented at a local recognition event.
- b. The person or group may elect to receive the Certificate of Appreciation by collecting the certificate in-person from the City Clerk's Office.

5. Congratulatory Certificate

Congratulatory Certificates are intended to congratulate someone on their milestone or significant achievement and may be issued to individuals, groups, or organizations within the City.

Congratulatory Certificates may be issued for significant:

- a. Milestone Birthdays
- b. Groundbreaking Ceremonies
- c. Ribbon Cutting/Grand Opening Ceremonies

A. Procedures

- a. Requests shall be in writing and made 14 days before the requested date. Requests shall include:
 - i. Date of event.
 - ii. To whom the Congratulatory Certificate will be addressed
 - iii. The purpose or reason for the Congratulatory Certificate
 - iv. At least three (3), but no more than five (5), descriptive statements about the nature of the event to be recognized.
 - v. How or why the recognition has local significance.
 - vi. If applicable, date of event where Certificate will be awarded or desired Council meeting date.
- b. Requests may be made by individual members of the City Council.
- c. A vote of the Council is not required. The City Clerk will issue the Congratulatory Certificate upon approval of the request by the City Manager.
- d. When requested by a member of the public, all Congratulatory Certificates will be signed by the Mayor.
- e. When requested by a member of the Council, the Congratulatory Certificate will be signed by the member making the request.
- f. When a Congratulatory Certificate is to be issued, the City Clerk will advise all members of the Council of the nature and intent of the Certificate. Council members will have five (5) business days to request inclusion on the signature block and provide said signature.

B. Presentation

- a. Congratulatory Certificates shall be presented by the requesting elected official (i.e., Mayor or Councilmember) at a celebratory event, outside of a regular or Special Council meeting, pending their availability.
- b. The person or group may elect to receive the Congratulatory Certificate by collecting the certificate in-person from the City Clerk's Office.

6. Outgoing Mayor and Councilmembers

Outgoing elected officials of the City shall receive a City plaque commemorating their service to the City. Said plaque shall be presented at their final City Council meeting. In addition to the plaque, the outgoing Mayor shall receive a gavel. Arrangements for such recognition shall be made by the City Clerk without need for a specific request.

7. Distinguished Visitor

Visiting dignitaries shall receive a City recognition certificate honoring their civic achievements and contributions to the City of Madera's economic, social, or cultural well-being. Such certificate will be prepared to the extent possible contingent on prior notification of an impending visit. The City Clerk, in collaboration with the City Manager, will endeavor to provide visiting dignitaries with appropriate recognition certificates and applicable City of Madera memorabilia to commemorate the visit.

Attachment 1: List of Annual Proclamations

Table 1: List of annual Proclamations for calendar year 2023 ⁽¹⁾		
Month	Proclamation	Recipient
January	Human Trafficking Awareness and Prevention Month	CAPMC – Victim Services
	National Mentoring Month	Big Brothers Big Sisters
	National Law Enforcement Appreciation Day – 1/9/23	Police Department
February	Black History Month	Recipient at the discretion of Council
March	Red Cross Month	American Red Cross
April	Sexual Assault Awareness Month	CAPMC – Victim Services
May	Firefighters Day – 5/4/23	Fire Department
	Public Service Week	Local Government Employees
	Public Works Week	Public Works Department
	CASA Awareness Month	CASA of Madera & Fresno Counties
	Relay for Life	Relay for Life
	Letter Carriers’ Stamp Out Hunger Food Drive Day	United States Postal Service
June	Pride Month	Planned Parenthood
	Juneteenth Day	Recipient at the discretion of Council
July	None at this time.	-
August	National Senior Citizens Day; 8/21/23	City Senior Program
September	Old Timers Week	Madera County Historical Society
October	Breast Cancer Awareness Month	Recipient at the discretion of Council
	Disability Awareness Month	City of Madera ADA Council
	Domestic Violence Awareness Month	CAPMC – Victim Services
November	Small Business Saturday; 11/25/23	Recipient at the discretion of Council
December	None at this time.	-
(1) Red font indicates new in 2023		