

RESOLUTION NO. 2018-R-152

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA, ADOPTING GUIDELINES AND STANDARDS OF PROFESSIONALISM FOR CITY ADVERTISEMENTS; PROVIDING FOR AN EFFECTIVE DATE AND FOR ALL OTHER PURPOSES.

WHEREAS, on May 22, 2018 it was brought to the attention of the Mayor and City Council that a recent radio segment highlighting the City of North Miami's ("City") educational campaign for the 2018 "Go Bond" election campaign featured remarks that were considered derogative and offensive to many members of our community; and

WHEREAS, the Mayor and City Council resolved to cancel all professional services agreements for advertising services conducted on behalf of the City of North Miami until such time that professionalism standards and guidelines could be adopted by the City; and

WHEREAS, City Administration propose that the attached guidelines be adopted by the Mayor and Council and be incorporated into all future professional services agreements for advertising; and

WHEREAS, the guidelines seek to ensure that all future advertisements and radio segments sponsored by the City will incorporate minimal standards of professionalism to ensure that all members of our community are shown respect in city funded advertisements; and

WHEREAS, the Mayor and City Council have reviewed the attached guidelines and wish to adopt them for incorporation in all future City advertising agreements.

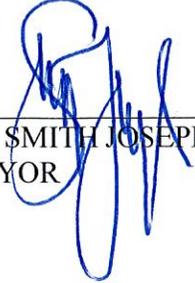
NOW THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF NORTH MIAMI, FLORIDA:

Section 1. **Recitals.** The recitals set forth above are adopted by the Mayor and City Council of the City of North Miami, Florida and are incorporated herein.

Section 2. **Adopt Guidelines.** The Mayor and City Council of the City of North Miami, Florida, hereby adopt the guidelines attached as Exhibit "1" for incorporation in all future professional services agreements for advertising.

Section 3. Effective Date. This Resolution shall become effective immediately upon adoption.

PASSED AND ADOPTED by a 4-0 vote of the Mayor and City Council of the City of North Miami, Florida, this 13th day of November, 2018.



DR. SMITH JOSEPH
MAYOR

ATTEST:



MICHAEL A. ETIENNE, ESQ.
CITY CLERK

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY:



JEFF P. H. CAZEAU, ESQ.
CITY ATTORNEY

SPONSORED BY: MAYOR AND CITY COUNCIL

Moved by: Galvin

Seconded by: Keys

Vote:

Mayor Smith Joseph, D.O., Pharm. D.	<u>X</u>	(Yes)	_____	(No)
Vice Mayor Carol Keys, Esq.	<u>X</u>	(Yes)	_____	(No)
Councilman Scott Galvin	<u>X</u>	(Yes)	_____	(No)
Councilman Philippe Bien-Aime	<u>X</u>	(Yes)	_____	(No)
Councilman Alix Desulme	_____	(Yes)	_____	(No) Absent