

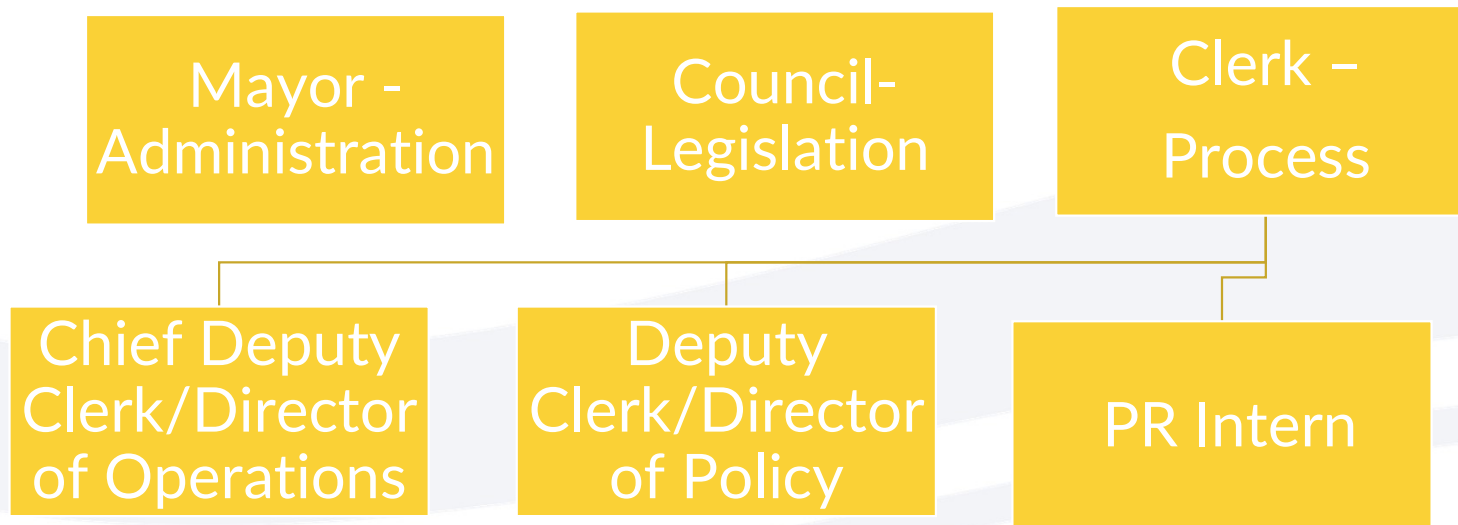
Common Council 2024 Budget Hearings Clerk's Office

September 28, 2023



City of South Bend
City Clerk's Office

ORGANIZATIONAL CHART



Office of the City Clerk Integrity, Service, and Flexibility

2022 YTD

- 191 Meetings
- Approximately 4,837 Pages of Transcriptions, 9,360 minutes
- 95 Ordinances & 56 Resolutions
- 20 Special Proclamations
- Press Releases
- Oaths Administered
- 1 Intern Hired
- 4,925 Tickets Processed. \$96,300
- 50 Lawn Parking Permits issued
- 6 Scrap Metal Permit Applications
- 263 Appeals Processed
- How Much Sent to Collections

2023 YTD

- 153 Meetings
- Approximately 3,825 Pages of Transcriptions, 140 hours, 8,400 minutes
- 69 Ordinances & 59 Resolutions
- 13 Special Proclamations
- 93 Press Releases
- 96 Oaths Administered
- 2 Interns Hired – One Currently in Office
- Trained Two (2) Deputy Clerks
- Created 26 Agendas



Our Employees



- **3 Staff Members/1 Vacancy**

Chief Deputy Clerk

Deputy Clerk/ Director of Policy

Public Relations Intern

Director of Special Projects/Executive Assistant



City of South Bend
City Clerk's Office

Meet the Team!



Victoria Trujillo – Chief Deputy Clerk

- B.S. in Business Advertising from Indiana University of South Bend
- B.S. in Business Marketing Indiana University South Bend

Shayla Kimbrough – Deputy Clerk/ Director of Policy

- B.S. in Gen Studies from Indiana University of South Bend
- Masters Healthcare Admin from Purdue University

Adjia Sambe –Public Relations Intern

- B.S. in Public Relations and Communications from Texas State University



CHIEF DEPUTY CLERK

CLERK'S OFFICE OPERATIONS

Direct report in absence of City Clerk

- Fiscal Officer (Pays Invoices/Bookkeeper)
- Manages Payroll
- Manages Procurement
- Provides Internal HR Support
- Manages Processes and Projects
- Manages Boards and Commissions Lists and Application Process
- Manages Clerk's Office Schedule
- Manages Intern Program
- Reviews All Agendas and Minutes
- Oversees Minutes
- Reviews All Outgoing Clerk Communications
- Writes, Reviews and Manages KBAs
- Processes APRA Requests

COUNCIL OPERATIONS

- Fiscal Officer (Pays Invoices/Bookkeeper)
- Manages Council Schedule
- Manages Off Council Day Meetings
- Assists Council with Special Projects
- Liaison between Council and Interns
- Manages Social Media
- Reviews all Outgoing Council Communications
- Special Projects



City of South Bend
City Clerk's Office



DEPUTY CLERK/ DIRECTOR OF POLICY

CLERK'S OFFICE OPERATIONS

- Maintains Municipal Code
- Prepares Council Agendas and Meeting Packets
- Publication of Legal Notices and Legal Advertising
- Ensures Legislative Compliance with State Law and the Municipal Code
- Processes Legal Certifications
- Manages Legislative Processes and Timelines
- All City Department Reporting
- Archives Reports and Data
- Performs Legislative Research
- Press Releases, Promotional Materials
- Social Media Management
- SOPs-Clerk's Office Policy
- Manages Open Data Portal Updates
- Clerk's Office Communications/Community Distribution List, Artwork Initiative

COUNCIL OPERATIONS

- Writes and Reviews Resolutions, Proclamations
- Writes and **Reviews** Press Releases
- Continue Fast Track and Electronic Filing Efforts
- Correspondence with all petitioners on behalf of Council related to filings
- Attend meetings on behalf of the Council such as BZA
- Special Projects – PrimeGov implementation, agenda set up



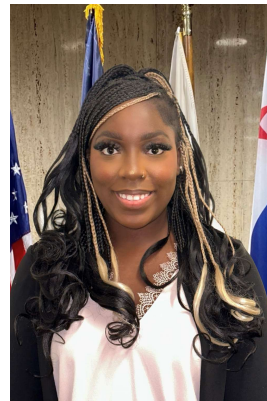
City of South Bend
City Clerk's Office



PUBLIC RELATIONS INTERN

CLERK'S OFFICE OPERATIONS

- Assists with development and execution of communications and marketing pieces to the general public, media, neighborhoods, and internal staff with an emphasis in communication media as well as design and graphics.
- Develop and implement social media strategies/campaigns across all channels (Facebook, Twitter, Instagram, Pinterest and YouTube).
- Maintains and coordinates scheduling for production of individual council member messages as well as sub-sets to the entire council message.
- Collect, track, and measure social media analytics to generate reports and make informed decisions based on the results for engagement, campaign building, audience targeting, and future content choices.
- Will work on branding and specific campaigns
- Assists with media, events, and special projects coordination and others as needed.
- Will join City Communicator's group to keep up-to-date with branding within the City
- Will attend all City Clerk's on and off-site events in order of priorities
- Works in conjunction to the City Clerk and the Clerk's staff.
- Manage day-to-day social media logistics, messaging and ongoing needs. Develop and implement strategies to minimize the impact of negative reviews/feedback on social media.
- Monitor social media accounts outside of standard work hours for negative comments and work with the City Clerk on appropriate responses.
- Organize initiatives and plan events or press conferences
- Liaise with media and handle requests for interviews, statements etc.
- Create and disseminate content for all online/print calendar listings.
- Perform other related duties as assigned.



City of South Bend
City Clerk's Office

2023 Highlights

1. Streamlining the Agenda building process

By training employees so that we can all work on the agenda simultaneously in real time

2. Professional Development of Staff

Continued Membership of the National and International Municipal League of Clerks to enhance best practices

3. Continue to upgrade technology, finding innovative, cost-efficient and energy-saving solutions.

By streamlining and integrating between departments and other governmental entities



Common theme

Challenges

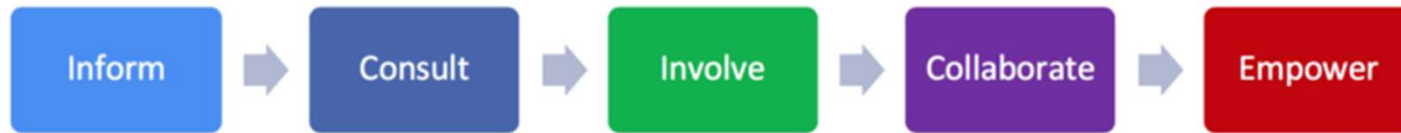
- Retention
- Recruiting
- Burn out

Suggested Incentives

- To Address 9% Cola Which Include the Following:
 - Medical
 - Gas
 - Utilities
 - Mortgages
 - Rent etc.
- Tuition Reimbursement
 - Professional Development
- Quarterly Staff Retreats
 - To provide coping skills to balance life challenges of an intense work schedule



2024 Recommendations – Increase technical knowledge to continue to:



- **Continue to increase social media presence for Council and Clerk - Transparency is used to improve public awareness and engagement by expanding access to modern interactive technology initiatives.**
 - *Cameras – The Meeting Owl*
 - *Sound - Microphones*
- **Continue to upgrade technology, finding innovative, cost-efficient and energy-saving solutions through streamlining and integrating between departments and other governmental entities.**
 - *Attending clerk conferences*
 - *visiting nearby clerk offices*
- **Increase in professional development and services and retention**
 - *Become certified clerks*
 - *Quarterly retreats*
 - *Tuition reimbursement*
- **Expand the range of the internships you provide.**
 - *Americorps*
 - *Part-time \$12, 530*
 - *Full time \$17,000*
 - *Enfocus*
 - *\$19, 500 for 10 hours weekly totaling 520 hours - annually*



2023 Budget Summary

	2021 Actual	2022 Actual	2023 Budget	2024 Proposed Budget	% change YOY
City Clerk					
Salaries & Wages	288,911	283,741	270,762	278,332	2.8%
Fringe Benefits	113,731	89,875	110,639	118,848	7.4%
Supplies	8,089	4,316	8,000	9,500	18.8%
Education & Training	14,250	2,296	6,000	7,500	25.0%
Other Services & Charges	7,635	5,916	7,500	7,500	0.0%
Printing & Advertising	23,705	20,366	24,500	28,500	16.3%
Professional Services	15,066	18,478	21,000	30,000	42.9%
Repairs & Maintenance	6,400	8,778	500	5,000	900.0%
Travel	-	-	5,000	7,000	40.0%
Bad Debt		100	-	-	0.0%
Interfund Allocations	<u>155,926</u>	<u>154,876</u>	<u>125,838</u>	<u>102,033</u>	0.0%
Total	633,713	588,742	579,739	594,213	2.5%



Questions?

