

INTERNATIONAL INSTITUTE OF MUNICIPAL CLERKS



To: IIMC Board of Directors
From: Wynetta Bolder, CMC, Chair
Date: September 21, 2022
Subject: 2022/2023 Public Relations/Marketing Midyear Report

It is an honor to share our experiences and knowledge with our Clerk family. The Committee is excited about sharing new information on a monthly basis and exploring different cultures, environments, and mindsets of others in our monthly *News Digest*.

Background:

The Committee's purpose is to market and promote IIMC, its ideals with the aim of raising the status and image of local government professionals and attracting new members from all regions.

Goals and Objectives:

1. Allow committee members to write articles sharing their expertise and passion, such as voting, Athenian, conference experience and different monthly awareness.
2. Preparing a marketing idea for Municipal Clerk's week
3. Learning the history of IIMC, such as the excitement of the lapel pins.

Discussions

1. Lapel Pins

- a) The History of the Lapel Pin
- b) Pictures and articles of those collecting lapel pens.
- c) Preparing Clerks to purchase their lapel pens for the Conference

2. Elections

- a) Preparing
- b) Resources
- c) Knowledge of the laws in the different states

3. Back to the Norm after the summer vacations

- a) How to establish a daily routine
- b) Establishing a work-life balance
- c) Time management

4. Ways to better connect with other Clerks

5. Cyber Security

6. Below are volunteers that have written articles for the following month.

- a) September: Self Improvement
- b) October: Elections (Ann Quirk)
- c) November: Participating in a Municipal League
- d) December: Athenian

Summary

The Public Relations and Marketing Committee will continue to provide articles that will create a better understanding, empowerment and passion for representing their community at their fullest compacity.

Management's Recommendations:

The Committee continues the work of past Public Relations/Marketing Committees. To date, they've submitted *Digest* materials and we anticipate more informational and educational articles in the next few months.