

TOWN OF ROCK HALL, MARYLAND

ORDINANCE No. 2023-04

AN ORDINANCE concerning

Chapter 4 (Communications Board) of the Code of the Town of Rock Hall, Maryland

FOR the purpose of amending Chapter 4 (Communications Board) of the Code of the Town of Rock Hall with regard to the number and terms of members, the election of officers, and the duties of the Communications Board; providing that the title of this Ordinance shall be deemed a fair summary, and generally relating to the Rock Hall Communications Board.

RECITALS

WHEREAS, pursuant to § 502(12) and (16) of the Charter of the Town of Rock Hall (the “Charter”), the Council of the Town of Rock Hall (the “Council”) is specifically authorized to provide, maintain, and operate community and social services for the preservation and promotion of the health, recreation, welfare, and enlightenment of the inhabitants of the Town and to create agencies of the Town government; and

WHEREAS, pursuant to the foregoing authority, the Council passed Ordinance No. 2015-03 adding Chapter 4 (Communications Board) to the Code of the Town of Rock Hall (the “Code”) and establishing a Communications Board (the “Communications Board”) for the Town of Rock Hall (the “Town”) for the purpose of planning, organizing, directing and administering a communications strategy for the Town, subject to the Council’s oversight and control; and

WHEREAS, the Council is desirous of amending Chapter 4 of the Code with regard to the number and terms of members, the election of officers, and the duties of the Communications Board; and

WHEREAS, the Council of the Town of Rock Hall, for the good and welfare of the community, deem it necessary and appropriate to amend Chapter 4 (Communications Board) of the Code of the Town of Rock Hall as set forth herein.

NOW, THEREFORE BE IT HEREBY ORDAINED AND ENACTED by the Council of the Town of Rock Hall that:

SECTION 1. Chapter 153 (Municipal Infractions) of the Code of the Town of Rock Hall is amended as follows:

§ 4-1. Board established.

The Council may establish a Communications Board, with the functions and duties herein provided.

§ 4-2. Membership; terms; vacancies.

- A. The Communications Board shall consist of [44] **five to seven** members appointed by the Council, one of whom shall be a Councilmember [~~and one of whom shall be a member of the Communications Board~~]. The members shall be selected, as far as it is practical, with due regard to representation of all segments of the Town's population and to all geographic portions of the Town's area.
- B. All members shall [~~be appointed~~] **serve** for **a term of** two years, **commencing** [~~from~~] **on** the first day of July of the year of their appointments [~~or~~] **and continuing** until their successors are **duly** appointed **and qualified**. **The original members of the Communications Board, other than the Councilmember, when first appointed, shall be divided into three classes. The initial terms of those in the first class shall be four years, of those in the second class, three years, and those in the third class, two years.**
- C. Vacancies, except those at the expiration of a term, shall be filled in the same manner as the original appointments and for the unexpired term.

§ 4-3. Officers.

Officers of the Communications Board shall be a Chairperson, a Vice Chairperson, a Secretary and a Treasurer. [~~The Chairperson shall be appointed by the Mayor, subject to the Council's approval. The other~~] **All** officers shall be elected from among the Communications Board's membership at the Board's organizational meeting in July. The terms of officers shall be for two years [~~or~~] **and continuing** until a successor shall be [~~elected~~] **duly appointed** and qualified. The duties of officers shall be set forth in the bylaws for the Communications Board.

§ 4-4. Personnel.

The Council, in its sole discretion, may from time to time employ such personnel as may be considered necessary to properly administer the functions of the Communications Board.

§ 4-5. Duties.

The Communications Board, subject to budgetary policies, appropriations and the Council's approval, shall be responsible for planning, organizing, [~~directing~~] **advising on** and administering a communications strategy for the Town of Rock Hall, **as approved and directed by the Council,** and, as such, shall:

- A. Ensure that the Town's website provides accurate and timely information in a user-friendly manner;
- B. Propose and implement multimedia strategies to enhance [~~tourism~~] **communication with the public** [~~in Rock Hall~~];

- C. [~~Work cooperatively with Kent County in considering and evaluating broadband Internet possibilities in the Town~~] **Develop relationships with existing associations, groups, programs and businesses to utilize established communication channels to disseminate approved information from Town communication strategies or initiatives;**
- D. Submit to the Council an annual report of the Board's activities, together with recommendations for further activities and development of Town communications, including the Town's website, as well as any other reports or documents pertaining to the duties of the Board as may from time to time be requested by the Council;
- E. Establish bylaws for its governance and conduct of business and adopt rules and regulations governing use and access to Communications Board programs and facilities; and
- F. **Develop, implement and administer focused or single-issue communication campaigns through established communication channels and media as approved and directed by the Council; and**
- G.** Perform any other duties as may from time to time be assigned by the Council.

§ 4-6. Supervision and removal from office.

The members of the Communications Board shall be subject to the direction and control of, and removal by, the Council.

§ 4-7. Compensation.

The members of the Communications Board shall serve without compensation but shall be reimbursed for such expenses incurred in the performance of their duties as may be approved by the Council.

SECTION 2. The recitals to this Ordinance are incorporated herein and deemed a substantive part of this Ordinance.

SECTION 3. In this Ordinance, unless a section of the code is expressly repealed in its entirety and reenacted, new or added language is underlined and in boldface type, and deleted text is crossed out and enclosed in brackets. Substantive language added after the date of introduction is in bold, italicized font and language deleted after the date of introduction is crossed out with a double strikethrough.

SECTION 4. If any section, subsection, sentence, clause, phrase, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision and such holding shall not affect the validity of the remaining portions of this Ordinance, it being the intent of the Council that this Ordinance shall stand, notwithstanding the invalidity of any section, subsection, sentence, clause, phrase, or portion hereof.

SECTION 5. All ordinances or parts of ordinances inconsistent with the provisions of this Ordinance are hereby repealed to the extent of such inconsistency.

SECTION 6. The title of this Ordinance, or a condensed version thereof, shall be deemed to be, and is, a fair summary of this Ordinance for publication and all other purposes.

This Ordinance was introduced at a public meeting of the Council of the Town of Rock Hall, held on the ___ day of _____, 2023, and having been reviewed and considered for final action after a public hearing on the ___ day of _____, 2023, was duly passed and enacted on the ___ day of _____, 2023.

COUNCIL OF THE TOWN OF ROCK HALL

James Cook, Mayor (VOTE)

Carolyn Jones, Vice Mayor (VOTE)

Timothy Edwards, Councilmember (VOTE)

Eleanor Collyer, Councilmember (VOTE)

Vacant Seat, Councilmember (N/A)

Approved as to form:

Patrick W. Thomas, Town Attorney