

**CITY OF PLYMOUTH
AGENDA
Regular Destination Marketing Organization Advisory Board
Council Chambers
3400 Plymouth Boulevard, Plymouth, MN
January 22, 2025, 10:00 AM**

1. CALL TO ORDER

- 2. PUBLIC FORUM** - Individuals may address the Committee about any item not contained on the regular agenda. A maximum of 15 minutes is allotted for the Forum. If the full 15 minutes are not needed for the Forum, the Committee will continue with the agenda. The Committee will take no official action on items discussed at the Forum, with the exception of referral to staff for future report.

3. APPOINTMENTS OF DESTINATION MARKETING ORGANIZATION ADVISORY BOARD CHAIRPERSON AND VICE CHAIRPERSON

- 3.1** Appointment of Destination Marketing Organization Advisory Board Chairperson and Vice Chairperson

4. PRESENTATIONS AND PUBLIC INFORMATION ANNOUNCEMENTS

- 5. APPROVE AGENDA** - Advisory Board members may add items to the agenda for discussion purposes or staff direction only. The Board will not normally take official action on items added to the agenda.

- 6. CONSENT AGENDA** - These items are considered to be routine and will be enacted by one motion. There will be no separate discussion of these items unless a Councilmember or citizen so requests, in which event the item will be removed from the Consent Agenda and placed elsewhere on the agenda.

- 6.1** Adopt Proposed Destination Marketing Organization Advisory Board Minutes
1. Proposed Minutes 10-23-2024

7. GENERAL BUSINESS

- 7.1** 2025 DMO Work Plan
1. 2025 Work Plan

- 7.2** Marketing Updates

8. REPORTS AND STAFF RECOMMENDATIONS

- 8.1** 2025 Plymouth Parks and Recreation Special Events

1. Plymouth Parks and Rec Special Events 2025
 2. Plymouth Parks and Rec Special Event Descriptions
- 8.2** 2025 Destination Marketing Organization Meeting Schedule and Policies
1. 2025 Meeting Calendar
 2. Advisory Board Roles and Policies

9. ADJOURNMENT



To: Destination Marketing Organization Advisory Board

Prepared by: Katie Langland, DMO Coordinator

Reviewed by: Kari Hemp, Recreation Manager

Item: **Appointment of Destination Marketing Organization Advisory Board Chairperson and Vice Chairperson**

1. Action Requested:

Annually, Board members must appoint a Chair and Vice Chair to serve the Destination Marketing Organization Advisory Board.

2. Background:

According to Section 305.06, of the Plymouth City Code, the Chairperson and Vice Chairperson of the Destination Marketing Organization Advisory Board are appointed by the Advisory Board from among the members of the Board, subject to approval by the Mayor. New appointments must be made for 2025.

3. Budget Impact:

N/A

4. Attachments:



To: Destination Marketing Organization Advisory Board

Prepared by: Jamil Toney, Office Support Specialist

Reviewed by: Katie Langland, DMO Coordinator

Item: **Adopt Proposed Destination Marketing Organization
Advisory Board Minutes**

1. Action Requested:

Adopt attached minutes from the regular meeting held October 23, 2024.

2. Background:

N/A

3. Budget Impact:

N/A

4. Attachments:

1. Proposed Minutes 10-23-2024

Proposed Minutes

Destination Marketing Organization Advisory Board

Wednesday, October 23, 2024

MEMBERS PRESENT: Chair Tim Naumann, Vice Chair Kym Joles, Board Members: Troy Reding, Mahlon Reed, Jess Riley, Erik Halverson, Chloe McGuire, Lynda Ellingson

STAFF PRESENT: Director Jennifer Tomlinson, Recreation Manager Kari Hemp, Destination Marketing Coordinator Katie Langland

COUNCIL REPRESENTATIVE: Clark Gregor

CALL TO ORDER

Advisory Board Chair Tim Naumann called the meeting to order at 10:02 a.m.

PUBLIC FORUM

PRESENTATIONS AND PUBLIC INFORMATION ANNOUNCEMENTS

APPROVE AGENDA

(4.1) Approve Agenda

Motion by Board Member Troy Reding and seconded by Board Member Erik Halverson recommending approval of the October 23, 2024, Destination Marketing Organization Advisory Board agenda. With all members voting in favor, the motion carried.

(5.1) Consent Agenda

Motion by Board Member Chloe McGuire and seconded by Board Member Mahlon Reed recommending approval of the August 21 2024, Destination Marketing Organization Advisory Board Meeting Minutes. With all members voting in favor, the motion carried.

General Business-

(6.1) Review Marketing Initiatives

Board members received a presentation from Destination Marketing Coordinator Katie Langland on the status of the brand awareness campaign. She explained that two digital billboards have been placed—one on highway 169 and another on highway 494 with plans to place five more billboards throughout the metro area. The board was also shown first drafts of branded marketing items including mugs and t-shirts. The current status of the Hello! Plymouth website, which is powered by Granicus, was shared. Discussion was had on event submissions for the website calendar along with the general layout of the site. Board member Reding inquired about the incorporation of a news or blog section of the site to provide firsthand accounts of experiences had while visiting Plymouth, which Destination Marketing Coordinator Langland expressed interest in including this in the future.

(6.2) Advisory Board Member Updates

Board member Lynda Ellingson informed the board that her hotel is operating with all hands on deck with about twelve hundred guests in the building. She shared her clients have brought in photos that they've taken in various Plymouth parks showcasing scenery or events that they attended. She will be running holiday package deals throughout the remainder of the year. Vice Chair Kym Joles spoke on the arts and crafts classes that she is promoting. She shared that after meeting with the principal of Wayzata High School, she is now working to combat the substance abuse that is rampant in the school and looking for events to get students involved with during some

of their idle time. Board member McGuire informed the board that Jennifer Erickson will be starting November 4th as the new Economic Development Coordinator. She also noted that her department is currently running a study on how to amend code to allow for office and industrial areas to be used by new businesses. Board Member Halverson let the board know that he is applying to host the 2026 National High School tournaments. This event will be made up of 65 teams and will take place towards the end of March of 2026. Board member Jess Riley said the PCC is reaching the end of wedding season and is now transitioning into dome season. Over the summer, the PCC hosted 54 receptions and 52 ceremonies. The Millenium Garden and Plymouth Ballroom are almost fully booked for next summer. As we head into the winter season, the PCC will be offering a 10% off promo for ballroom rentals that will be applicable from November to March. Recreation Manager Kari Hemp informed the board of the Artisan Market, which will take place on November 23rd. Her department has arranged to host their annual Fire and Ice event at the Plymouth Creek Playfield this coming February. Destination Marketing Coordinator Langland let the board know that she will most likely not be in attendance at the January meeting.

Reports and Staff Recommendations

(7.1) Seasonal Campaign- Winter Venue Promotion

Discussion was had regarding winter venue promotions. Board members have been asked to contact Langland if they are wanting to participate. A suggested 10% event rental, reduced food and beverage minimums recommended inclusions. This promotion will be advertised on LinkedIn and other socials.

Adjournment

Motion by Board Member Halverson and seconded by Vice Chair Joles recommending adjournment of the Destination Marketing Advisory Board meeting. With no objection, Chair Naumann adjourned the meeting at 11:04 a.m.

To: Destination Marketing Organization Advisory Board

Prepared by: Katie Langland, DMO Coordinator

Reviewed by: Kari Hemp, Recreation Manager

Item: **2025 DMO Work Plan**

1. Action Requested:

Review and approve the 2025 Destination Marketing Organization Work Plan.

2. Background:

Every year, the Destination Marketing Organization will submit a work plan. The work plan provides the City Council with an overview of the Destination Marketing Organizations initiatives and goals for the year. The draft work plan is attached for review and/or modifications. The DMO Chair will present the work plan at the February 25th City Council Meeting. The final work plan will be approved by the City Council.

3. Budget Impact:

N/A

4. Attachments:

1. 2025 Work Plan

Commission Purpose

To promote Plymouth as a City of choice – offering vibrant activities and events, quality dining, robust hotel options, engaging attractions, and premier recreation opportunities while fostering economic impact and enhancing the quality of life.

2025 Work Plan

	GOALS/PLANNING	Strategic Priorities
ON-GOING	<ul style="list-style-type: none"> Work in an advisory capacity regarding marketing initiatives to promote Plymouth as a destination. 	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A
FIRST QUARTER	<ul style="list-style-type: none"> Commission orientation Appoint Commission Chair & Vice Chair Plan Yearly Marketing Initiatives 2024 Goal Review 	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A
SECOND QUARTER	<ul style="list-style-type: none"> Annual Report - 2024 Annual Meeting - 2025 	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A
THIRD QUARTER	<ul style="list-style-type: none"> 2026 Goals Review Marketing Initiatives 	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A
FOURTH QUARTER	<ul style="list-style-type: none"> Strategic Plan Review Review Marketing Initiatives 	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/> N/A

City Council Strategic Themes

- City Center 2.0 - Reimagining Plymouth City Center – the city’s central area – remains a top priority for City Council. Known as City Center 2.0, the city's long-term vision involves exploring land uses and improving infrastructure to encourage redevelopment that will draw people to the area and support commerce, art, recreation, inclusion and community vitality.
- Redevelopment Vision - The primary objective of this theme is to consider how Plymouth can articulate its vision for long-range redevelopment citywide. The city will work to establish clear expectations for projects while partnering with developers to meet the desired outcomes.
- Environment - Plymouth’s environmental efforts remain a priority, and the city will examine its impact and commitment to stewardship.
- City of Choice - City Council determined that the city must build on its strengths in order to remain a city of choice for residents, businesses, organizations, visitors and events.

To: Destination Marketing Organization Advisory Board

Prepared by: Katie Langland, DMO Coordinator

Reviewed by: Kari Hemp, Recreation Manager

Item: **Marketing Updates**

1. Action Requested:

Board members will hear marketing initiative updates and offer additional suggestions for consideration.

2. Background:

The Hello Plymouth brand awareness digital billboard ad campaign with Clear Channel wrapped up December 22. There was a total of 5 digital billboards that ran for 5 weeks.

The winter specials venue promotion is still active and will run through March 2025.

The Hello Plymouth website design process is going well with Granicus. We have been working on compiling our full business listings including photos that will be added to the site as it's ready. The board will review the latest revision of the homepage design.

We are working on a design for the entryway of the Plymouth Ice Center to welcome visitors and everyday guests to Plymouth. The board will review the latest designs.

As the website is being developed, we are also working on the creation of a Plymouth map and guide that will be catered to visitors that are coming to stay and play in Plymouth. The goal is to have the guide work alongside the website with more digital features that will allow for more "real-time" updates.

3. Budget Impact:

N/A

4. Attachments:



To: Destination Marketing Organization Advisory Board

Prepared by: Katie Langland, DMO Coordinator

Reviewed by: Kari Hemp, Recreation Manager

Item: **2025 Plymouth Parks and Recreation Special Events**

1. Action Requested:

N/A

2. Background:

Included is the 2025 Plymouth Parks and Recreation Special Events calendar along with descriptions of each special event.

3. Budget Impact:

N/A

4. Attachments:

1. Plymouth Parks and Rec Special Events 2025
2. Plymouth Parks and Rec Special Event Descriptions



Artisan Market



Summer Beach Series



Kids Fest



Farmers Market



Halloween Event



2025 SPECIAL EVENTS

FEB. 1	Fire & Ice - new location!
FEB. 22	Puzzle Palooza
MAR. 14	Pie Day
MAR. 22	Discover Plymouth
APR. 4	Pint-Size Prom
APR. 10-13	Primavera
MAY 1	Walk with the Mayor
MAY 17	Bark in the Park
MAY 22	Memorial Day Event
MAY 22	Beaches and Bonfires
JUNE 17	Plymouth Concert Band
JUNE 17	Summer Skate Series
JUNE 18-OCT. 1	Farmers Market
JUNE 20	Hilde Nights - Fabulous Armadillos
JUNE 28	Music in Plymouth 5K
JULY 2	Music in Plymouth
JULY 11	Hilde Nights - Rival 5 and The Hype
AUG. 8	Beaches, Bands and Brews
AUG. 15	Hilde Nights
AUG. 19	Plymouth Rockers
AUG. 21	Kids Fest
OCT. 24	Halloween Event
NOV. 6	Veterans Day Event
NOV. 22	Plymouth Artisan Market
DEC. 6	Merry Market
DEC. 7	Santa Visits the Sensory Room

763-509-5200
plymouthmn.gov/specialevents

Plymouth Park and Recreation Events

City Events: The City of Plymouth is known in the region for its event programming that draw thousands of visitors to the community every year. Those events include:

- **Live at the Hilde** - Live at the Hilde is a ticketed concert event held at the Hilde Performance Center during the summer months in collaboration with Sue McLean and Associates (SMA). SMA's Live at the Hilde concerts bring national touring acts and a full concert experience to the Hilde Performance Center. (Attendance approx. 3,000-6,000)
- **Music in Plymouth** - A sure sign of summer in the city, Music in Plymouth is held in the beginning of July each year at the Hilde Performance Center, 3500 Plymouth Blvd. The Plymouth Civic League presents the free Music in Plymouth event with the support of the City of Plymouth, Plymouth businesses and residents. The event features performances from the MN Orchestra and other various artists, family activities, food trucks, sponsor booths and fireworks. (Attendance approx. 10,000-15,000)
- **Farmers Market** - The 2023 Plymouth Farmers Market is held every Wednesday starting late June through early October at the Parkers Lake Playfield. Various vendors set up booths and sell fresh fruits and vegetables, cheeses, honey, olive oil and much more. (Attendance approx. 23,000-25,000 – per season)
- **Fire and Ice Festival** - Fire & Ice, Plymouth's annual winter festival is held the first Saturday in February at Parkers Lake Park, at County Road 6 and Niagara Lane. The free event offers winter activities that celebrate the best of the bold north, including sled dog rides, a youth ice fishing contest, ice games, recycle bin races, horse-drawn trolley rides, pony rides, box hockey, ice skating, food trucks, bonfire pits, snowshoeing, cross-country skiing and fireworks display, weather permitting. (Attendance approx. 3,000-5,000)
- **Discover Plymouth** - Plymouth's annual community showcase, Discover Plymouth occurs in April each year at the Fieldhouse dome at the Plymouth Community Center. The free event features

local businesses, community groups, activities for children, nonprofit organizations, and community services. Attendees can have informal conversations with city staff from various departments and learn about recreation programs, volunteer opportunities, environmentally friendly practices, city services and more. (Attendance approx. 1,000-2,000)

- **Primavera** - Plymouth's annual springtime celebration of the arts, occurs every April at the Plymouth Community Center. A partnership of the City of Plymouth and Plymouth Arts Council, this free event provides an opportunity for the public to view and celebrate fine art. Original juried artwork by local and regional artists, as well as artwork by Plymouth area high school students, are featured in the art gallery and nearby classrooms at the community center. (Attendance approx. 1,000-2,000)

- **Bark in the Park** - Plymouth's popular all-about-dogs event, Bark in the Park is held annually in May at the Hilde Performance Center. The free Bark in the Park event features dog products and non-profits, pet supply vendors, giveaways, a "pup-arazzi" photo booth, dog caricatures, pup pools for four-legged friends to cool off, small dog races, Dog Treat Trail, and a stuffy adoption center (for dogs). (Attendance approx. 800-2,000)

- **Summer Beach Series** - The beach series consists of three different free events held at Parkers Lake Beach, East Medicine Lake Beach or West Medicine Lake Beach. The events include a Beaches and Bonfire event with live music and bonfires, a Parkers Lake Playday featuring water activities, waterslides, fishing and more, and a Beaches, Band and Brews event featuring live music and beer. (Attendance approx. 200-500)

- **Entertainment in the Parks** - During the summer months the city hosts several concert events free to the public and the Hilde Performance Center. The concerts feature various artists from local to regional groups. (Attendance approx. 200-3,000)

- **Kids Fest** - A summer carnival with a splash of learning, Kids Fest features inflatables, games,

prizes and entertainment held on the Hilde stage and surrounding lawn. The event is held during the month of August on a Thursday evening. (Attendance approx. 2,500-4,000)

- **Halloween at the Lake** - Halloween at the lake is held the Friday before Halloween at Parkers Lake Playfield. It is a free event that brings together the best of Plymouth's Parks and Recreation, Police, and Fire departments, Halloween at the Lake features attractions such as inflatables, food trucks, pumpkin bowling, pumpkin golf, bingo, an apple launcher and treat stations. The event also includes public safety vehicles for children to view, as well as a sensory station for hands-on fun. (Attendance approx. 3,000-5,000)



To: Destination Marketing Organization Advisory Board

Prepared by: Katie Langland, DMO Coordinator

Reviewed by: Kari Hemp, Recreation Manager

Item: **2025 Destination Marketing Organization Meeting Schedule and Policies**

1. Action Requested:

N/A

2. Background:

Attached is the 2025 City of Plymouth Meeting Calendar which includes the quarterly Destination Marketing Organization Advisory Board meeting dates for 2025.

Advisory Board Members are expected to attend 100% of board meetings, with 80% minimum attendance accepted. Attached are the Advisory Board Policies and Procedures for review.

3. Budget Impact:

N/A

4. Attachments:

1. 2025 Meeting Calendar
2. Advisory Board Roles and Policies



2025 MEETING CALENDAR

This calendar shows regular meetings only
(special meetings are listed on monthly calendars)

JANUARY						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JULY						
S	M	T	W	T	F	S
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13	14	15	16	17	18	19
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27	28	29	30	31		

FEBRUARY						
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23	24	25	26	27	28	

AUGUST						
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

MARCH						
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER						
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

APRIL						
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27	28	29	30			

OCTOBER						
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MAY						
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NOVEMBER						
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30						

JUNE						
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29	30					

DECEMBER						
S	M	T	W	T	F	S
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21	22	23	24	25	26	27
28	29	30	31			

- CITY COUNCIL - 7:00 pm
2nd & 4th Tuesdays*
- PLANNING COMMISSION - 7:00 pm
1st & 3rd Wednesdays*
- PARK & REC COMMISSION - 6:00 pm
2nd Thursdays (only 6 meetings per year)
- HRA - 7:00 pm
4th Thursdays*
- ENVIRONMENTAL QUALITY - 7:00 pm
2nd Wednesdays*
- DMO ADVISORY BOARD - 10:00 am
4th Wednesdays* (quarterly)
- ELECTION DAY (no public meetings)
- HOLIDAYS (no public meetings)

Charter Commission - Dec. 10th - 7:00 pm
Meets annually on 2nd Wednesday of December

Council Notes
*July 8 meeting if needed
*Nov. 11 moved to Mon. Nov. 10
*No meeting Dec. 23

HRA Notes
*Nov. and Dec. meetings combined to Dec. 4

Planning Commission Notes
*No meeting Jan. 1
*No meeting Oct. 1

EQC Notes
*No meeting July 9

Attendance Policy

- 100% attendance is expected, with an 80% minimum attendance accepted

Expectations Prior To Each Meeting

- Review the agenda packets thoroughly. Packets will be available electronically the week prior to the meeting and sent via email to the advisory board
- Notify Katie if you are unable to make it to the meeting as soon as possible

Meetings

Quorum

- A quorum is required to hold a meeting. A quorum is the minimum number of voting members who must be present at a properly called meeting to conduct business
 - A quorum of 5 is required

Rules of Order

- Meetings will follow Roberts Rule of Order

Motions, Resolutions, Ordinances

- A motion is a matter of parliamentary procedure and can be used to take action
 - Motion is “moved” and “seconded”; each member has the opportunity to discuss before taking action
- A resolution is used for actions of a temporary, routine, or administrative nature. (i.e. submittal of grant applications, approval of the budget, lending support to projects)
- An ordinance is a Council enactment that regulates people or property and provides a penalty if violated. It is the law of the City

Order of Business:

- Call to Order
- Public Forum
- Approve Agenda
- Consent Agenda – routine/non-controversial items (can be pulled to discuss)
- Public Hearings – notice usually mailed and published
- New Business
- Updates
- Adjournment

This information is excerpted from pages 35-36 of LMC Handbook Chapter 7

Open Meeting Law

- Requires that all meetings are open to the public (except when allowed to be closed under certain circumstances)
 - Prevents actions from being taken in secret
 - Ensures the public's right to be informed
 - Gives the public an opportunity to present its views
- Common Exceptions
 - Employee performance reviews or misconduct investigations
 - Labor negotiations
 - Attorney-Client Privilege
 - Discussion of non-public data
- Potential Problem Areas
 - Social gatherings
 - Telephone, Email and Social Media
 - Serial Meetings

This information is excerpted from pages 12-26 of LMC Handbook Chapter 7

Data Practices

- Under the Minnesota Government Data Practices Act, all government data is presumed *public* unless a state statute, federal law or temporary classification deems it otherwise
 - This presumption is reversed for personnel data (data on individuals employed by the city) and all personnel data is presumed *private* unless a state statute or federal law deems it public
- Data Practices Responsible Authority: Dave Callister, City Manager
- Data Practices Compliance Official: Jodi Gallup, City Clerk
 - Classifies, maintains and secures data
 - Responds to data requests
- Access to data is no greater than that of the general public unless their "work assignment reasonably requires access" to information that has been classified as not-public
- Advisory Board members should be aware that all files, documents, email messages and internet logs are owned by the City and may be subject to open records requests
 - Users should have no expectation of privacy

This information is excerpted from pages 3, 8-11, and 28 of LMC Data Practices Memo

Ethics and Conflicts of Interest

- State law prohibits elected and appointed officials from receiving gifts from any interested person
 - "Gift" is defined as money, property, service, loan, forbearance or forgiveness of debt or a promise of future employment

- Interested person” is defined as a person or representatives of a person or association that has a direct financial interest in a decision that a local official is authorized to make
- Conflicts of Interest
 - No member of the city council may have a direct *or indirect* interest in any contract the council makes. This applies to boards and committees as well.
 - Several exceptions exist and the interested party can disclose his or her interest
 - Courts have followed similar principles in non-contractual situations
 - Best Practices:
 - Consult with city attorney - potential conflict of interest situations are each unique
 - Abstain – meaning refrain from vote and discussion on item

This information is summarized from LMC Official Conflict of Interest Memo

Advisory Board Roles and Responsibilities

- Work in an advisory capacity regarding marketing initiatives to promote Plymouth as a destination
- Prepare a strategic plan and annual report to be submitted to Council for approval