

Invitation Protocol for Mayor and Council

PURPOSE

The Mayor serves as the Town's designated official representative for ceremonial, civic, and intergovernmental functions and represents the Town and Council in these capacities. Request involving official representation by the Mayor and/or Council Member should be coordinated through the Mayor's Office. The Mayor determines the appropriate representative for speaking engagements, ceremonial roles, and other formal functions.

This protocol establishes a clear, streamlined process for routing invitations involving the Mayor and Council Members. It clarifies who coordinates different types of requests, distinguishes between attendance and speaking roles, and supports consistent decision-making and communication.

Submission of an invitation constitutes a request for the Mayor's and/or Council's participation and does not guarantee attendance or acceptance. Invitations will be reviewed based on scheduling, availability, the nature of the event, and the Town's official representation priorities and needs.

EVENT TYPES

Town-sponsored Events

Events organized or hosted by the Town. The Town Manager advises on the appropriate level of participation based on event purpose, audience, and nature.

External Invitations

Events organized by community partners, agencies, businesses, and outside organizations requesting participation from elected officials. Coordination follows the routing guidance below.

INVITATION CATEGORIES

General Invitation

Mayor and/or Council are invited to attend if schedules permit; attendance is welcomed but not expected, no formal role is expected. Examples include "come if available" events or situations where elected officials are welcome to join without obligation. *This category also includes internal Town employee events where participation decisions are made by Town leadership.*

Requested Attendance

Organizer specifically requests the presence of Mayor and/or Council Members as official representatives; no speaking role is requested.

Speaking or Formal Role

The Mayor or a Council Member is requested to participate in the event program such as remarks, presentations, proclamations, award recognitions, ribbon cuttings, etc.

WHO SHOULD BE INVITED

External Invitations

Requests from outside organizations for participation by the Mayor or one or more Council Members should be coordinated through the Mayor's Office. Requests for a specific Council Member will be shared with the Mayor's Office for coordination. Every effort will be made to accommodate these requests; however, the Mayor may designate another representative when appropriate based on the nature of the event, subject matter, availability, or other relevant considerations.

Town-Sponsored Events

When planning Town-sponsored events, staff should consider the purpose of the event, anticipated audience, and the level of official representation appropriate for the event. As general guidance:

Invite the Mayor when:

- ❖ A single representative is requested
- ❖ The requestor has not named a specific individual or the request specifically names the Mayor

Invite the entire Council when:

- ❖ The event is community-wide or Town-sponsored
- ❖ A major program, milestone, or policy issue is involved
- ❖ Broad visibility or representation is desired

**If unsure, staff should consult the Town Manager*

INFORMATION REQUIRED FOR ALL REQUESTS

To ensure timely review and scheduling, all invitation requests must include:

- Event name
- Organizer
- Purpose of the event
- Date, time, and location
- Requested Town representative (Mayor, full Council, or specific Council Member)
- Expected audience
- Media attendance, if applicable
- Requested role, if applicable
- Agenda, program, or suggested talking points, if available

To support scheduling and preparation, please submit required information in advance:

- **Requested attendance:** At least two weeks prior whenever possible.
- **Speaking or formal role requests:** At least four weeks prior to the event to allow sufficient time for scheduling, remarks preparation, and coordination with event organizers.
- **Major ceremonial events (such as proclamations, ribbon cutting, milestone celebrations or significant community events):** Submit four to six weeks prior whenever possible. Staff should coordinate with the Mayor's Office regarding program timing, scheduling, and logistics to ensure the Mayor or designated representative is available and prepared.

ROUTING INVITATIONS

From outside agencies and partners:

Send requests to the Mayor, copying the Town Manager, Town Clerk, and Chief of Staff. The Mayor's Office will determine alignment and availability.

For Town-sponsored events:

Send requests to the Town Manager. The Town Manager will determine if the event requires elected official representation and will pass the request along to the Mayor's Office, copying the Town Clerk.

FINAL COORDINATION PROCESS

Once a request has been reviewed, Chief of Staff will:

1. Confirm the designated Town representative.
2. Communicate acceptance or regret to the organizer.
3. Extend invitations to the full Council as needed.
4. Issue calendar invitations once participation is confirmed.
5. Coordinate with the organizer and staff on remarks, proclamations, and supporting materials.