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To: Mayor and Town Council
From: Jill Lind, Director of Communications & Marketing
CC: Wade Carroll, Town Manager
Anita Otterson, Interim Town Secretary

Re: Town receives recognition for government communication excellence from the Texas Association of Municipal Information Officers (TAMIO).
Town Council Meeting, June 14, 2022

Agenda Item:

Town receives recognition for government communication excellence from the Texas Association of Municipal Information Officers (TAMIO). (J. Lind)

Strategic Link:

This item relates primarily to the following strategic priorities and goals of the Town's strategy map.

- Administrative & Financial Services: Deliver programs and services that increase citizens quality of life.

Background and Explanation:

The Texas Association of Municipal Information Officers (TAMIO) recognizes municipalities for communications excellence through their annual TAMI Awards each year. This year, TAMIO had an amazing awards season, with an astounding 435 entries, tying last year's award entry record.

The TAMI Awards highlight outstanding communication by Texas communities in a variety of categories including website, social media, video production, and publications. Judging is conducted by non-TAMIO members with expertise in communications and municipal government.

The Town of Trophy Club Communication & Marketing Department had a total of seven submittals featuring five different video projects in four categories. The department was honored to receive notice in early May that three of the submittals were finalists with award winners being announced at the annual TAMIO conference in Houston on June 10, 2022.

The following video projects have been named award finalists for Trophy Club:

- CATEGORY: Best Use of Humor
Trophy Club Grinch Porch Pirate PSA
- CATEGORY: Public Service Announcement, Educational (Population Under 75K)
Trophy Club OWS Explainer Video
- CATEGORY: Regular or Recurring Program (Population Under 100K)
Trophy Club Park Video Series

The Texas Association of Municipal Information Officers (TAMIO) was developed as a result of the increasingly complex role of public information in municipal government. When organized in 1974, only a handful of Texas cities employed professional communications staff. Today, TAMIO

has a growing number of public information / public relations specialists serving small communities as well as urban centers throughout the state. TAMIO actively seeks to:

- Advance and promote the active cooperation and exchange of information and ideas among Texas cities;
- Provide professional development for public information and communications managers who work in municipal government or similar agencies;
- Provide relations assistance where possible to municipalities and the Texas Municipal League (TML); and
- Promote recognition outside the organization for achievement in communication with citizens.

TAMIO is an affiliate of the Texas Municipal League, which was organized in 1913 and currently represents some 98% of Texas' urban population through its more than 1,150 member cities. Guided by its purpose statement—Empowering Texas cities to serve their citizens—the League helps city leaders meet the ever-changing challenges of governance. As partners, TML and TAMIO offer the best in representation and assistance to cities and their respective colleagues. For more information, visit www.texastamio.org.

Financial Considerations:

The Director of Communications & Marketing budgeted for the TAMI award submittals, which carry the price of \$75.00 each, for a total budgeted amount spent from the Communications Budget of \$525.00. In addition, TAMIO has a \$75.00 annual Membership Fee per individual.

Legal Review:

This item is for Town Council review

Board/Commission/ or Committee Recommendation:

Not applicable

Staff Recommendation:

Town receives recognition for government communication excellence from the Texas Association of Municipal Information Officers (TAMIO).

Attachments:

- TAMI Award Submittal - Trophy Club Grinch Porch Pirate PSA
- Staff Summary Document - Trophy Club Grinch Porch Pirate PSA
- TAMI Award Submittal - Trophy Club OWS Explainer Video
- Staff Summary Document - Trophy Club OWS Explainer Video
- TAMI Award Submittal - Trophy Club Park Video Series
- Staff Summary Document - Trophy Club Park Video Series
- TAMIO Finalists Announcement

Town Council Approval:

Mayor Alicia Fleury or designee