

**ORDINANCE**

An Ordinance to create Section 2-5-12 of the Municipal Code of the City of Two Rivers, Wisconsin, creating and governing a City Branding and Marketing Committee, and renumbering subsequent Sections of Chapter Five of Title 2 of the Code.

The City Council of the City of Two Rivers does hereby ordain as follows:

**SECTION 1:** That Section 2-5-12 of the Municipal Code is hereby created, to read as follows:

“Section 2-5-12 Branding and Marketing Committee

(a). Composition. The Branding and Marketing Committee shall consist of nine members. Seven members shall be appointed to three-year terms by the City Manager, subject to confirmation by the City Council. The initial terms of these seven members shall be in the following sequence: three members appointed for three years, two members appointed for two years and two members appointed for one year. Up to two of these members may be City staff members. Two members shall be elected to one-year terms by the City Council from among its members at its organizational meeting. All terms commence on May 1 in the year of appointment.

(b). Duties. The Committee shall make recommendations to the City Council, City Manager, Room Tax Commission, Business and Industrial Development Committee and Community Development Authority regarding community branding and marketing. These recommendations shall include strategies for marketing the City of Two Rivers for purposes of residential development, commercial and industrial development, tourism and other purposes as the Committee sees fit, or as requested by the City Manager, City Council or the other bodies identified in this subsection.”

**SECTION 2:** Section 2-5-12 Removal of Committee, Commission and Board Members is renumbered 2-5-13. Section 2-5-13 Records; Meetings is renumbered Section 2-5-14.

**SECTION 3.** This Ordinance shall take effect and be in force from and after the date of its passage and publication.

Dated December 7, 2020.

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Curt Andrews  
President, City Council

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Gregory E. Buckley  
City Manager

Attest:

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Kim Graves  
City Clerk

Approved as to form and legality:

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John M. Bruce  
City Attorney