

**COUNCIL AGENDA STATEMENT**



**Meeting Date:** January 11, 2022  
**To:** Honorable Mayor and Council Members  
**From:** George Garrett, City Manager

Agenda Item: **Resolution 2022-015**, Approving A One Year, Renewable Contract Agreement With Sarah Matthis To Provide Services To The City As A Public Information Officer; And Providing For An Effective Date.

**BACKGROUND**

The City has budgeted funds for the position of Public Information Officer. The City has received and accepted a proposed agreement from Sara Matthis to provide such services on a part time basis and in lieu of direct employment by the City. Said Agreement is provided in the amount of \$35,000, \$2,000 for December 2021 and \$3,000 thereafter through November 30, 2022 with a potential renewal for future years. Said Agreement is in the best interest of the City of Marathon; and

| <u>CONSISTENCY CHECKLIST:</u> | Yes   | No           |
|-------------------------------|-------|--------------|
| 1. Comprehensive Plan         | _____ | <u>  X  </u> |
| 2. Other – 2010 Sewer Mandate | _____ | <u>  X  </u> |

FISCAL NOTE:

The Adopted FY22 General Services Budget includes appropriations of \$65,000 for this service.

RECOMMENDATION:

Approval of Resolution

Sponsored by: Garrett

**CITY OF MARATHON, FLORIDA  
RESOLUTION 2022-15**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARATHON, APPROVING A ONE YEAR, RENEWABLE CONTRACT AGREEMENT WITH SARAH MATTHIS TO PROVIDE SERVICES TO THE CITY AS A PUBLIC INFORMATION OFFICER; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the City has budgeted funds for the position of Public Information Officer; and

**WHEREAS**, the City has received and accepted a proposed agreement from Sara Matthis to provide such services on a part time basis and in lieu of direct employment by the City; and

**WHEREAS**, said Agreement is provided in the amount of \$35,000, \$2,000 for December 2021 and \$3,000 thereafter through November 30, 2022 with a potential renewal for future years; and

**WHEREAS**, said Agreement is in the best interest of the City of Marathon; and

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MARATHON, FLORIDA, THAT:**

**Section 1.** The above recitals are true and correct and incorporated herein.

**Section 2.** the attached Agreement is approved, ratified for service rendered in December 2021, and shall be reviewed for potential renewal in November of 2022.

**Section 3.** This Resolution shall become effective upon adoption.

**PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF MARATHON, FLORIDA, THIS 11<sup>TH</sup> DAY OF JANUARY, 2022.**

**THE CITY OF MARATHON, FLORIDA**

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**John Bartus, Mayor**

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

**ATTEST:**

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Diane Clavier, City Clerk

(City Seal)

**APPROVED AS TO FORM AND LEGALITY FOR THE USE AND RELIANCE OF THE  
CITY OF MARATHON, FLORIDA ONLY:**

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Steve Williams, City Attorney

Dec. 16, 2021

**City of Marathon  
Public Information Officer proposal**

George,

Thank you for considering me, Sara Matthis, as a provider for the City of Marathon's public information services. I am fully committed to serving the city on a contract basis for one year beginning Dec. 20, 2021 through Nov. 30, 2022, that will be flexible with the city as needs arise.

Services would include:

- Press releases after every city council meeting covering the major points, and attendance at code and planning meetings as needed, with the goal of writing three feature-length articles about City of Marathon news and accomplishments every month at the direction of the City Manager. Press releases will be distributed to local newspapers, radio and online media for dissemination.
- Daily social media posts, or as needed, about current programs, events and news from the City of Marathon across various platforms; consolidating the delivery and style of such, as directed by the City Manager.
- Monitoring social media references to City of Marathon and providing solutions to improve public relations.
- Compelling photography to accompany posts and articles.
- Monthly feature about a City of Marathon department on a rotating basis and four employee spotlights per month. These will be distributed on social media and collated in preparation for an annual report.
- Attendance at the weekly staff meeting to stay current on City happenings.
- At the direction of the City Manager, act as point person to field media inquiries if needed.

The above services, and others as directed by the City Manager, would total \$3,000 per month. The partial month of December 2021, will be billed at \$2,000.

Should the City of Marathon, or Monroe County, activate a state of emergency order, and require the services of a public information officer for the City of Marathon, the role would revert to an hourly rate of \$35 plus applicable overtime.

  
Sara Matthis

  
George Garrett, City Manager