

**SEMINOLE COUNTY GOVERNMENT  
AGENDA MEMORANDUM**

**SUBJECT:** Creation of the Community Information Department

**DEPARTMENT:** County Manager      **DIVISION:** \_\_\_\_\_

**AUTHORIZED BY:** J. Kevin Grace      **CONTACT:** Robert Frank      **EXT.** 7212

<b>Agenda Date</b> <u>09/23/03</u> <b>Regular</b> <input checked="" type="checkbox"/> <b>Consent</b> <input type="checkbox"/> <b>Work Session</b> <input type="checkbox"/> <b>Briefing</b> <input type="checkbox"/> <b>Public Hearing – 1:30</b> <input type="checkbox"/> <b>Public Hearing – 7:00</b> <input type="checkbox"/>
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**MOTION/RECOMMENDATION:**

Authorize the creation of the Community Information Department and amend the FY 2003/2004 General Fund Budget to reflect the funding allocation, and approve the Resolution amending the Seminole County Administrative Code to identify the department and its principle functions.

**BACKGROUND:**

Staff has identified the need for a centralized department capable of informing the citizens of the County's mission and activities, and interacting with the media in a professional manner. Toward this end, a Community Information Department is recommended to perform the duties necessary to develop and implement a county-wide communications plan.

The components of the proposed department already exist but are dispersed across the organization in other departments. It is anticipated that providing these operations with a singular mission under the new department will enhance the effectiveness of these operations.

The proposal requires some re-alignment of existing budgetary resources as detailed in Attachment A, however, the changes are "budget neutral" and "position neutral" to the proposed FY 2003/2004 budget.

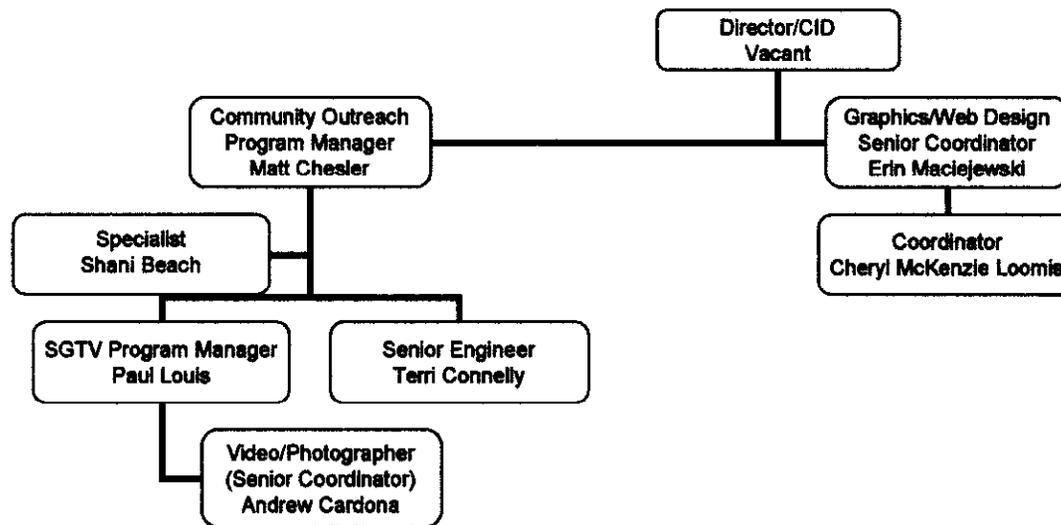
<b>Reviewed by:</b>
<b>Co Atty:</b> _____
<b>DFS:</b> _____
<b>Other:</b> _____
<b>DCM:</b> <u>[Signature]</u>
<b>CM:</b> <u>[Signature]</u>
<b>File No.</b> <u>RCM02</u>

# Seminole County

*proposed*



## Community Information Department



SGTV Operations

Cable Regulation

Newsletters

Programming

Speaker's Bureau

Annual report

Citizen's Academy

State of the County

Volunteer Coordination

Press Releases

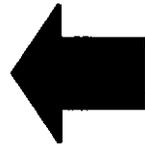


# ORGANIZATIONAL CHART

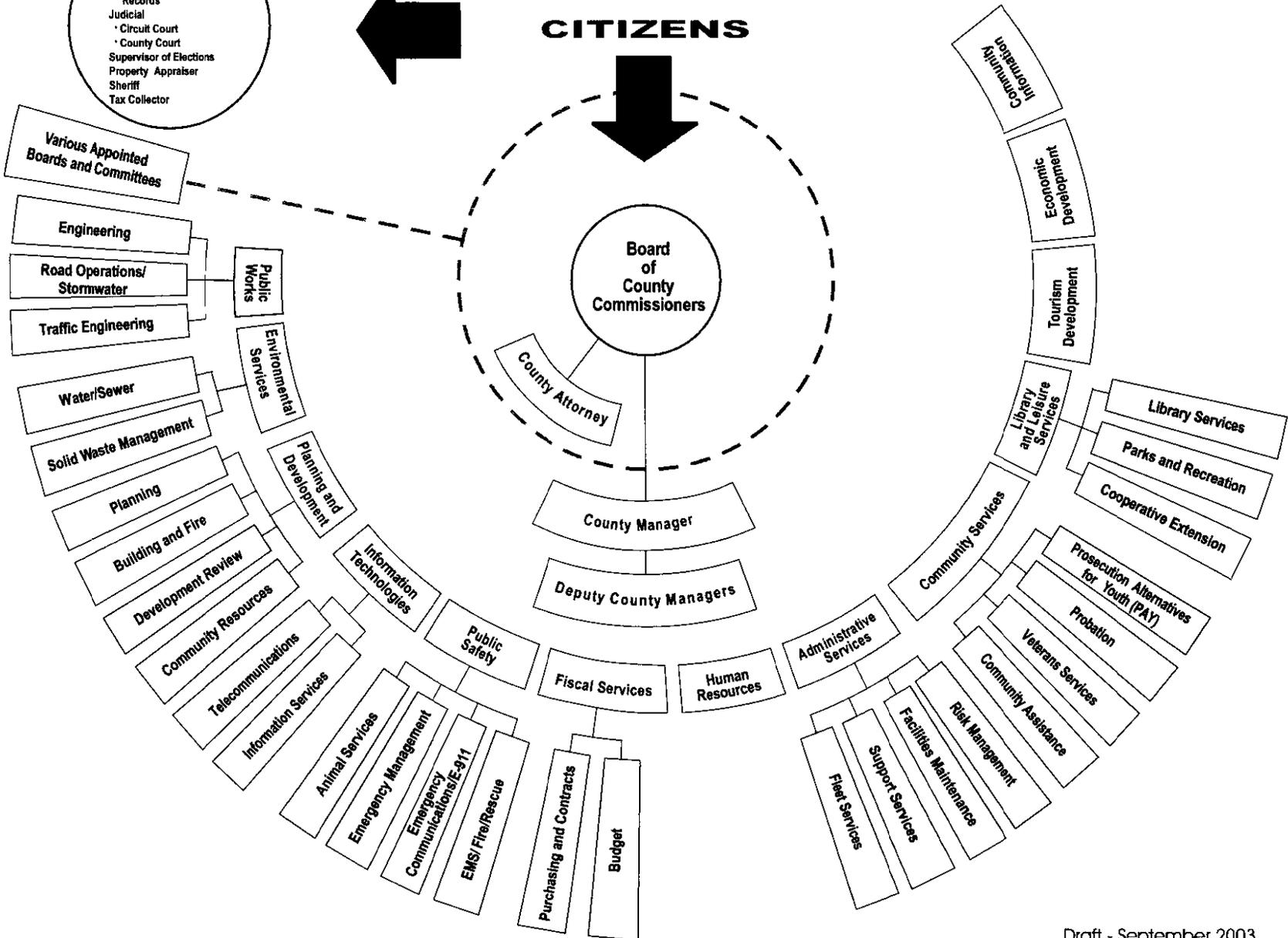
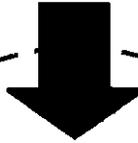
# DRAFT

## CONSTITUTIONAL OFFICERS

- Clerk of the Circuit Court
- County Finance
- County Commission
- Records
- Judicial
- Circuit Court
- County Court
- Supervisor of Elections
- Property Appraiser
- Sheriff
- Tax Collector



## CITIZENS



# Community Information Department Funding



Current staffing/costs as presented in FY 03/04 Budget Workshop		Proposed Community Information Dept. FY 03/04	
Information Technology and Admin. Services			
Technician (New Position)	\$51,843	Director	\$102,000
Cable Program Manager	\$75,547	Outreach Program Manager	\$75,547
Cable Specialist	\$46,141	Specialist	\$46,141
Sr. Engineer (Cable)	\$70,278	Sr. Engineer - SGTV	\$70,278
Program Manager SGTV	\$71,498	Program Manager SGTV	\$71,498
Sr. Coordinator SGTV	\$47,093	Sr. Coordinator SGTV	\$47,093
Sr. Coordinator - Graphics	\$63,605	Sr. Coordinator - Graphics	\$63,605
Coordinator - Graphics	\$48,642	Coordinator - Graphics	\$48,642
Overtime	\$9,040	Overtime	\$9,040
Operating Supplies/Training	\$107,244	Operating Supplies/Training	\$107,244
IT Capital Fund	\$400,000	IT Capital Fund	\$349,843
<b>Total:</b>	<b>\$990,931</b>	<b>Total:</b>	<b>\$990,931</b>

RESOLUTION NO. 2003-R-\_\_\_\_\_

SEMINOLE COUNTY, FLORIDA

THE FOLLOWING RESOLUTION WAS ADOPTED BY THE BOARD OF COUNTY COMMISSIONERS OF SEMINOLE COUNTY, FLORIDA, AT THEIR REGULARLY SCHEDULED MEETING ON THE \_\_\_\_ DAY OF \_\_\_\_\_, 2003.

WHEREAS, Seminole County Ordinance No. 89-28 created the Seminole County Administrative Code; and

WHEREAS, Seminole County Resolution No. 89-R-438 adopted the Seminole County Administrative Code; and

WHEREAS, the Seminole County Administrative Code needs to be amended from time to time to reflect changes in the administration of County government,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF SEMINOLE COUNTY, FLORIDA THAT,

1. Section 1.1, "Organization", Seminole County Administrative Code, is amended and attached hereto for inclusion in the Seminole County Administrative Code.

ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2003.

BOARD OF COUNTY COMMISSIONERS  
SEMINOLE COUNTY, FLORIDA

By: \_\_\_\_\_  
DARYL G. MCLAIN, Chairman

RAM/gn  
2/5/03  
Attachment  
Section 1.1

**ORGANIZATION**

**1.1 ORGANIZATION**

A. The organization and management structure for Seminole County government is as follows:

(1) **COUNTY ATTORNEY** - The County Attorney is the chief legal counsel to the County and is the head of the County Attorney's Office. The County Attorney serves under the supervision of the Board of County Commissioners.

(2) **COUNTY MANAGER** - The County Manager shall be the chief executive officer of the County and is responsible for departments reflected herein. The County Manager serves at the pleasure of the Board of County Commissioners and shall be responsible to the Board of County Commissioners for the performance of such duties as prescribed by the Seminole County Home Rule Charter, County ordinances, direction from the Board of County Commissioners and the laws of the State of Florida.

(a) **COUNTY MANAGER'S OFFICE** - The County Manager's Office shall be responsible for the supervision, direction and control of the Commission Office and all County Departments.

(b) **ADMINISTRATIVE SERVICES** - The Department of Administrative Services shall be under the direct supervision of the Administrative Services Director. The Department of Administrative Services shall include, but not be limited to, the functions of facilities maintenance, fleet services, risk management, safety, support services, and property management.

(c) **COMMUNITY INFORMATION** - The Department of Community Information is under the direct supervision of the Community Information Director. The Department's mission shall include, but not be limited to, the dissemination of public information through such means necessary including Seminole Government TV, coordination of press releases, production of informational brochures and flyers and other promotional outlets. The Department shall also be responsible for telecommunication franchising.

(d) **COMMUNITY SERVICES** - The Department of Community Services is under the direct supervision of the Community Services Director. The Department of Community Services shall include, but not be limited to, the functions of probation, prosecution alternatives for youth (PAY), witness management, adult pre-trial diversion, veterans services, and community assistance.

(e) **ENVIRONMENTAL SERVICES** - The Department of Environmental Services is under the direct supervision of the Environmental Services Director. The Department of Environmental Services shall include, but not be limited to, the functions of water and sewer and solid waste.

(f) **ECONOMIC DEVELOPMENT** - The Economic Development Department is under the direct supervision of the Economic Development Director. The Department of Economic Development shall include, but not be limited to, the function of economic development such as recruitment and retention of desirable businesses and industries to enhance the economy of the County.

(g) **FISCAL SERVICES** - The Department of Fiscal Services shall be under the direct supervision of the Fiscal Services Director. The Department of Fiscal Services shall include, but not be limited to, the functions of budget, purchasing, municipal service benefit unit (MSBU's), and management services.

(h) **HUMAN RESOURCES** - The Human Resources Department shall be under the direct supervision of the Human Resources Director. The Department of Human Resources shall include, but not be limited to, the functions of personnel, and employee benefits.

(i) **INFORMATION TECHNOLOGIES** - The Department of Information Technologies is under the direct supervision of the Information Technologies Director. The Department of Information Technologies shall include, but not be limited to, the functions of computer services management, telecommunications, radio maintenance, ~~telecommunication franchising,~~ and GIS.

(j) **LIBRARY AND LEISURE SERVICES** - The Department of Library and Leisure Services is under the direct supervision of the Library and Leisure Services Director. The Department of Library and Leisure Services shall include, but not be limited to, the functions of library services, historical museum, parks and recreation, and co-operative extension.

(k) **PLANNING AND DEVELOPMENT** - The Department of Planning and Development shall be under the direct supervision of the Planning and Development Director. The Department of Planning and Development shall include, but not be limited to, the functions of issuance of permits and inspections, comprehensive planning, zoning, code enforcement, and development review.

(l) **PUBLIC SAFETY** - The Department of Public Safety is under the direct supervision of the Public Safety Director. The Department of Public Safety shall include, but not be limited to, the functions of animal control, emergency management, emergency medical services, and fire suppression/rescue.

(m) **PUBLIC WORKS** - The Department of Public Works is under the direct supervision of the Public Works Director. The Department of Public Works shall include, but not be limited to, the functions of engineering, roads, stormwater and traffic engineering.

(n) **TOURISM** - The Tourism Department shall be under the direct supervision of the Tourism Director. The Department of Tourism shall include, but not be limited to, the function of promoting Seminole County as a destination of choice.