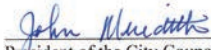


ORDINANCE NO. 23-158 continued from page B3

ORDINANCE 23-158 (CONT.)

ADOPTED this the 27th day of April, 2022.


President of the City Council of
the City of Huntsville, Alabama

APPROVED this the 27th day of April, 2022.


Mayor of the City of Huntsville,
Alabama

INTRODUCED 3/9/23
ADOPTED 4/27/2023

ORDINANCE NO. 23-160

AN ORDINANCE TO AMEND THE ZONING ORDINANCES OF THE CITY OF HUNTSVILLE, ALABAMA

The public welfare requiring it, and under authority granted by Section 11-52-78 of the 1975 Code of Alabama, **BE IT ORDAINED** by the City Council for the City of Huntsville, Alabama, as follows:

1. That the following area, land lying on the east side of Memorial Parkway, south of Clinton Avenue, and north of Bob Wallace Avenue, which area is now shown and classified on the Official Zoning Maps of the City of Huntsville, Alabama, Residence 1-B, General Business C-3, and Heavy Industry districts, shall be shown and classified on the Official Zoning Maps of the City of Huntsville, Alabama, as Highway Business C-4 District, in the Zoning Ordinances of the City of Huntsville, Alabama, said property being particularly described as follows:

All that part of Sections 01, 02 and 12, Township 04 South, Range 01 West of the Huntsville Meridian, in the City of Huntsville, Madison County, Alabama more particularly described as beginning at a point located at the Southeast Corner of said Section 02; thence South 25 Degrees 19 Minutes 51 Seconds East, 717.70 feet to a point; said point is further described as the Point of True Beginning; thence from the Point of True Beginning, North 09 Degrees 38 Minutes 06 Seconds West, 2226.26 feet to a point; thence North 06 Degrees 40 Minutes 28 Seconds West, 90.93 feet to a point; thence North 08 Degrees 09 Minutes 51 Seconds West, 90.93 feet to a point; thence North 09 Degrees 39 Minutes 14 Seconds West, 90.93 feet to a point; thence North 11 Degrees 08 Minutes 37 Seconds West, 90.93 feet to a point; thence North 12 Degrees 37 Minutes 59 Seconds West, 90.93 feet to a point; thence North 14 Degrees 07 Minutes 22 Seconds West, 90.93 feet to a point; thence North 15 Degrees 36 Minutes 45 Seconds West, 90.93 feet to a point; thence North 17 Degrees 06 Minutes 08 Seconds West, 90.93 feet to a point; thence North 18 Degrees 35 Minutes 31 Seconds West, 90.93 feet to a point; thence North 20 Degrees 04 Minutes 53 Seconds West, 90.93 feet to a point; thence North 21 Degrees 34 Minutes 16 Seconds West, 90.93 feet to a point; thence North 23 Degrees 03 Minutes 39 Seconds West, 90.93 feet to a point; thence North 24 Degrees 33 Minutes 02 Seconds West, 90.93 feet to a point; thence North 26 Degrees 02 Minutes 24 Seconds West, 90.93 feet to a point; thence North 27 Degrees 31 Minutes 47 Seconds West, 90.93 feet to a point; thence North 29 Degrees 01 Minute 10 Seconds West, 90.93 feet to a point; thence North 33 Degrees 11 Minutes 45 Seconds West, 770.54 feet to a point; thence North 33 Degrees 27 Minutes 19 Seconds West, 93.01 feet to a point; thence North 31 Degrees 56 Minutes 41 Seconds West, 93.01 feet to a point; thence North 30 Degrees 26 Minutes 02 Seconds West, 93.01 feet to a point; thence North 29 Degrees 01 Minute 44 Seconds West, 166.59 feet to a point; thence North 43 Degrees 52 Minutes 52 Seconds East, 313.55 feet to a point; thence South 71 Degrees 41 Minutes 03 Seconds East, 72.80 feet to a point; thence South 33 Degrees 23 Minutes 12 Seconds East, 451.74 feet to a point; thence South 35 Degrees 18 Minutes 36 Seconds West, 84.29 feet to a point; thence South 42 Degrees 35 Minutes 57 Seconds West, 97.99 feet to a point; thence South 35 Degrees 46 Minutes 15 Seconds West, 108.70 feet to a point; thence South 33 Degrees 58 Minutes 45 Seconds East, 47.78 feet to a point; thence North 56 Degrees 11 Minutes 33 Seconds East, 255.03 feet to a point; thence North 62 Degrees 41 Minutes 23 Seconds East, 18.81 feet to a point; thence North 69 Degrees 37 Minutes 46 Seconds East, 18.81 feet to a point; thence North 76 Degrees 34 Minutes 08 Seconds East, 18.81 feet to a point; thence North 83 Degrees 30 Minutes 31 Seconds East, 18.81 feet to a point; thence South 89 Degrees 33 Minutes 06 Seconds East, 18.81 feet to a point; thence South 82 Degrees 36 Minutes 44 Seconds East, 18.81 feet to a point; thence South 75 Degrees 40 Minutes 21 Seconds East, 18.81 feet to a point; thence South 68 Degrees 43 Minutes 58 Seconds East, 18.81 feet to a point; thence South 61 Degrees 47 Minutes 36 Seconds East, 18.81 feet to a point; thence South 87 Degrees 32 Minutes 43 Seconds East, 134.70 feet to a point; thence South 72 Degrees 10 Minutes 00 Seconds East, 525.11 feet to a point; thence South 17 Degrees 15 Minutes 57 Seconds East, 201.80 feet to a point; thence South 87 Degrees 05 Minutes 12 Seconds East, 145.61 feet to a point; thence South 15 Degrees 41 Minutes 42 Seconds East, 654.62 feet to a point; thence North 89 Degrees 43 Minutes 09 Seconds West, 531.26 feet to a point; thence South 2 Degrees 19 Minutes 10 Seconds West, 894.90 feet to a point; thence South 36 Degrees 52 Minutes 43 Seconds East, 80.24 feet to a point; thence South 34 Degrees 27 Minutes 46 Seconds East, 459.26 feet to a point; thence South 88 Degrees 40 Minutes 04 Seconds East, 373.36 feet to a point; thence South 12 Degrees 52 Minutes 12 Seconds East, 274.11 feet to a point; thence South 16 Degrees 49 Minutes 35 Seconds West, 67.47 feet to a point; thence South 34 Degrees 46 Minutes 34 Seconds East, 193.29 feet to a point; thence South 34 Degrees 46 Minutes 07 Seconds East, 23.43 feet to a point; thence North 44 Degrees 27 Minutes 41 Seconds East, 64.98 feet to a point; thence South 14 Degrees 14 Minutes 59 Seconds East, 130.89 feet to a point; thence North 74 Degrees 40 Minutes 14 Seconds East, 145.80 feet to a point; thence South 14 Degrees 58 Minutes 48 Seconds East, 1198.84 feet to a point; thence South 74 Degrees 31 Minutes 59 Seconds West, 323.00 feet to a point; thence South 75 Degrees 01 Minute 03 Seconds West, 120.31 feet to a point; thence South 79 Degrees 45 Minutes 02 Seconds West, 117.17 feet to a point; thence South 78 Degrees 49 Minutes 31 Seconds West, 219.94 feet to a point; thence South 80 Degrees 21 Minutes 43 Seconds West, 214.24 feet to a point; thence South 78 Degrees 54 Minutes 39 Seconds West, 147.56 feet back to the Point of True Beginning and containing 78.55 acres, more or less.

2. That the following area, land lying on the east side of Memorial Parkway, south of Clinton Avenue, and north of Bob Wallace Avenue, which area is now shown and classified on the Official Zoning Maps of the City of Huntsville, Alabama, Residence 1-B and Heavy Industry districts, shall be shown and classified on the Official Zoning Maps of the City of Huntsville, Alabama, as Residence 2-A District, in the Zoning Ordinances of the City of Huntsville, Alabama, said property being particularly described as follows:

All that part of Section 1, 2, and 12, Township 04 South, Range 01 West of the Huntsville Meridian, in the City of Huntsville, Madison County, Alabama more particularly described as beginning at a point located at the Southeast corner of Section 2; thence North 53 Degrees 36 Minutes 17 Seconds East 1,206.27 feet to a point; said point is further described as the Point of True Beginning; thence North 14 Degrees 14 Minutes 59 Seconds West 130.89 feet to a point; thence South 44 Degrees 27 Minutes 24 Seconds West 65.03 feet to a point; thence North 34 Degrees 41 Minutes 1 Seconds West 217.01 feet to a point; thence North 17 Degrees 42 Minutes 35 Seconds East 65.06 feet to a point; thence North 12 Degrees 41 Minutes 15 Seconds West 260.85 feet to a point; thence North 88 Degrees 51 Minutes 43 Seconds East 235.98 feet to a point; thence South 14 Degrees 49 Minutes 59 Seconds East 560.17 feet to a point; thence South 74 Degrees 40 Minutes 14 Seconds West 145.8 feet to the Point of True Beginning and containing 3.00 acres more or less.

3. The boundaries of the above district as described and defined above are hereby established and shall be shown on the Official Zoning Maps of the City of Huntsville, Alab on file in the Planning Division of the Urban Development Department, in accordance with various classifications herein enumerated and hereafter the regulations governing said distr under the Zoning Ordinance of the City of Huntsville, Alabama, shall apply to the area so described.

4. This ordinance shall take effect from and after the date of publication.

ORDINANCE NO. 23-160 (CONT.)

ADOPTED this the 27th day of April, 2022.


President of the City Council of
the City of Huntsville, Alabama

APPROVED this the 27th day of April, 2022.


Mayor of the City of Huntsville,
Alabama

INTRODUCED 4/13/23
ADOPTED 4/27/2023

ORDINANCE NO. 23-321

BE IT ORDAINED by the City Council of the City of Huntsville, Alabama, that Chapter 15, Article II of the Code of Ordinances of the City of Huntsville, Alabama is hereby amended as follows:

Section 1. Section 15-59 of Chapter 15, Article II, is hereby amended by adding the following changes indicated below as underlined:

92. **NATURAL GAS COMPANIES/UTILITIES OR MARKETERS** – (a) Each person, firm or corporation engaged in the business of selling, distributing or delivering natural gas in the city for any purpose whatsoever shall first obtain a license to do so and shall keep the license current at all times by payment of the license fee described herein. The license fee shall be payable monthly in an amount equal to three (3) percent of the gross receipts of the business transacted by such person, firm or corporation in the city from the sale, distribution or delivery of such gas from any point in, into or for consumption within the city for the preceding calendar month. Said license fee shall be paid on or before the fifth (5th) day of the month following the month of business. The gross receipts from said sales, distribution or delivery shall specifically include all brokerage fees, reconnection fees and any other fee or service charge imposed and collected by the person, firm or corporation engaged in the business of selling, distributing or delivering natural gas shall also be required to pay a license tax based on all other activities incidental to its operations, but which do not involve the sale, distribution or delivery of gas, to the same extent as all other like businesses.

(b) The license tax imposed hereinabove shall not apply to the City of Huntsville d/b/a Huntsville Utilities, which is paying to the city six (6) percent of its gross receipts collected from the sale of gas to residential, commercial and industrial customers excluding sales to governmental or quasi-governmental industrial customers billed through an industrial variable monthly rate. On those governmental or quasi-governmental industrial entities billed through an industrial variable rate Huntsville Utilities shall pay the city three (3) percent of its gross receipts collected from the sales of gas to these entities.

Section 2. Except as modified herein, Chapter 15, Article II, shall remain in full force and effect.

Section 3. This Ordinance shall become effective as of May 1, 2023.

ORDINANCE NO. 23-321 (Cont.)

ADOPTED this the 27th day of April, 2023.


President of the City Council of
the City of Huntsville, Alabama

APPROVED this the 27th day of April, 2023.


Mayor of the City of Huntsville,
Alabama

ORDINANCE NO. 23-321

BE IT ORDAINED by the City Council of the City of Huntsville, Alabama, that Chapter 15, Article II of the Code of Ordinances of the City of Huntsville, Alabama is hereby amended as follows:

Section 1. Section 15-59 of Chapter 15, Article II, is hereby amended by adding the following changes indicated below as underlined:

92. **NATURAL GAS COMPANIES/UTILITIES OR MARKETERS** – (a) Each person, firm or corporation engaged in the business of selling, distributing or delivering natural gas in the city for any purpose whatsoever shall first obtain a license to do so and shall keep the license current at all times by payment of the license fee described herein. The license fee shall be payable monthly in an amount equal to three (3) percent of the gross receipts of the business transacted by such person, firm or corporation in the city from the sale, distribution or delivery of such gas from any point in, into or for consumption within the city for the preceding calendar month. Said license fee shall be paid on or before the fifth (5th) day of the month following the month of business. The gross receipts from said sales, distribution or delivery shall specifically include all brokerage fees, reconnection fees and any other fee or service charge imposed and collected by the person, firm or corporation engaged in the business of selling, distributing or delivering natural gas shall also be required to pay a license tax based on all other activities incidental to its operations, but which do not involve the sale, distribution or delivery of gas, to the same extent as all other like businesses.

(b) The license tax imposed hereinabove shall not apply to the City of Huntsville d/b/a Huntsville Utilities, which is paying to the city six (6) percent of its gross receipts collected from the sale of gas to residential, commercial and industrial customers excluding sales to governmental or quasi-governmental industrial customers billed through an industrial variable monthly rate. On those governmental or quasi-governmental industrial entities billed through an industrial variable rate Huntsville Utilities shall pay the city three (3) percent of its gross receipts collected from the sales of gas to these entities.

Section 2. Except as modified herein, Chapter 15, Article II, shall remain in full force and effect.

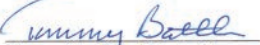
Section 3. This Ordinance shall become effective as of May 1, 2023.

ORDINANCE NO. 23-321 (Cont.)

ADOPTED this the 27th day of April, 2023.


President of the City Council of
the City of Huntsville, Alabama

APPROVED this the 27th day of April, 2023.


Mayor of the City of Huntsville,
Alabama

INTRODUCED 4/13/23
ADOPTED 4/27/2023

ORDINANCE NO: 23-322

BE IT ORDAINED by the City Council of the City of Huntsville, Alabama, as follows:

Section 1. Division 2 of Article VII of Chapter 2 of the Code of Ordinances of the City of Huntsville, Alabama, (hereinafter "City Code") is hereby amended to read as follows:

DIVISION 2. – ADMINISTRATION DEPARTMENT

Sec. 2-322. Administration Department established.

(a) The administration department is hereby created. The administration department provides the administrative and logistics structure necessary for the orderly operations of certain offices supporting the duties of the mayor, city council, and the various departments of the city. Where necessary to advance administrative, personnel, and financial processes, the department shall be under the supervision of the city administrator, serving as department head.

(b) Offices assigned to the administration department shall be the office of the mayor; the communications office; the office of economic and urban development; and the office of diversity, equity, and inclusion.

Sec. 2-323. Office of the Mayor established.

The office of the mayor is hereby created as a division of the administration department. This office shall provide the necessary organizational structure to which the mayor's immediate staff is assigned and shall perform the essential functions supporting the mayor in his role as chief executive of the city, including the mayor's supervision and oversight of the various departments of the city.

Sec. 2-324. Position of City Administrator established.

(a) The position of city administrator is hereby created and assigned to the office of the mayor. The city administrator, whose qualifications are established by the mayor, shall be appointed by the mayor, subject to the approval of the city council as provided by law. The city administrator shall hold office for the term of the mayor making the appointment. The city administrator shall be under the general supervision and control of the mayor. Generally, the city administrator shall be available to councilmembers to respond to requests for information related to city programs or activities pertinent to the performance of a councilmember's duties.

(b) The duties of the city administrator, which shall be performed in accordance with applicable laws, include the following:

- (1) Serves as department head for the administration department.
- (2) In matters related to his office and, more broadly, the operations of the city through its various departments, the city administrator shall serve as an executive director of the city, directly assisting and advising the mayor in management of the city. He shall prepare special reports and attend special meetings as may be required by the mayor. The city administrator shall assist and collaborate with the mayor in the development, implementation, and furtherance of city goals, plans, and policies.
- (3) Provides general supervision, oversight, and control of the following departments: general services, human resources, information technology services, parks and recreation, police, fire and rescue, animal services, cemetery, landscape management, parking and public transit, and public works.
- (4) Makes decisions on situations or major matters that do not require the mayor's personal action; assists extensively in promoting public interest and understanding of city activities across the full breadth of all city departments.
- (5) Executes general and special assignments including investigations or surveys, in any phase of municipal administration; formulates recommendations for action by the mayor to adopt or alter policies and procedures.
- (6) Represents the mayor at meetings of public and private organizations, committees, and associations; substitutes for the mayor at city council meetings, work sessions, or other agency meetings in the absence of the mayor.
- (7) Confers with citizens and civic organizations and responds to their questions, concerns, and recommendations.
- (8) Reviews budget requests from the various departments and recommends the necessary decisions to be presented to the mayor and city council; assists the finance director in development and presentation of the mayor's annual budget documents.
- (9) Manages the development and execution of the 1990 capital improvement plan.
- (10) Addresses civic organizations, professional organizations, community groups, and the media regarding the activities and programs of the city; advances the city's public relations goals.
- (11) Directly monitors and advances interdepartmental communications, collaboration, and coordination.

(12) Communicates decisions of the mayor to department heads or other business units of the city and ensures compliance with the mayor's directed policy or procedures as may be required.

(13) Serves on various boards, commissions, and committees, as directed by the mayor or as may be provided for by applicable laws, including the ordinances of the city.

(14) Monitors critical, special, and unusual events affecting the city and provides briefings to the mayor and other public officials as needed.

(15) Performs related work as required and performs duties required by ordinance or resolution.

Sec. 2-325. Position of External Relations Officer established.

(a) The position of external relations officer is established and assigned to the office of the mayor. The external relations officer, whose qualifications are established by the mayor, shall be appointed by the mayor subject to the approval of the city council as provided by law and shall be under the direct supervision and control of the mayor. The external relations officer shall hold office for the term of the mayor making the appointment. Generally, the external relations officer shall be available to councilmembers to respond to requests for information or questions related to matters under the general control of the external relations officer which are pertinent to the performance of a councilmember's duties.

(b) The duties of the external relations officer, which shall be performed in accordance with applicable laws, include the following:

- (1) Serves as a liaison between the city and various external audiences such as other governing bodies and elected officials, trade groups, businesses, non-profit organizations, or other groups desiring to collaborate with the city.
- (2) Works with government relations consultants to establish policy goals, monitors proposed legislation, and advocates for issues important to the city; performs contract management duties providing oversight to the various government relations contracts of the city.
- (3) Drafts memos, letters, articles, talking points, speeches, and other forms of communication for the mayor in consultation with the director of communication.
- (4) Performs research on diverse topics needed by the mayor to make informed decisions or to stay abreast of pertinent issues.
- (5) Accompanies the mayor on his daily schedule and assists as needed with his day-to-day duties or activities; develops notes and forwards questions, information, and inquiries to members of the mayor's administration for their use and action as directed by the mayor; assists in coordinating special activities within the office of the mayor.
- (6) Assists the communications office in management of the mayor's social media-based communications.
- (7) Performs related work as required and performs any and all duties that may be required of him by ordinance or resolution or at the direction of the mayor or city administrator.

Secs. 2-326 – 2-329. - Reserved

Sec. 2-330. Office of Economic and Urban Development established.

The office of economic and urban development is established. The office shall be under the general supervision and control of the director of economic and urban development. The director of economic and urban development, whose qualifications are established by the mayor, shall be appointed by the mayor subject to the approval of the city council as provided by law. The director of economic and urban development shall hold office for the term of the mayor making the appointment. The director of economic and urban development shall be under the direct supervision and control of the mayor. Generally, the director of economic and urban development shall be available to councilmembers to respond to requests for information or questions related to matters under the general control of the director of economic and urban development which are pertinent to the performance of a councilmember's duties.

Sec. 2-331. Duties of the Director of Economic and Urban Development.

The duties of the director of economic and urban development, which shall be performed in accordance with applicable laws, include the following:

- (1) In matters related to his office and, more broadly, the operations of the city through its various departments, the director of economic and urban development shall serve as an executive director of the city, directly assisting and advising the mayor in management of the city. He shall prepare special reports and attend special meetings as may be required by the mayor. The director of economic and urban development shall assist and collaborate with the mayor in the development, implementation, and furtherance of city goals, plans, and policies.
- (2) Provides general supervision, oversight, and control of the following departments: community development, city engineering, inspection, natural resources, planning, traffic engineering, and water pollution control.

(a) The position of deputy director of economic and urban development is hereby established. The deputy director of economic and urban development, whose qualifications are established by the mayor, shall be appointed by the mayor subject to the approval of the city council as provided by law and shall hold office for the term of the mayor making the appointment. The deputy director of economic and urban development shall be under the direct supervision and control of the director of economic and urban development. Generally, the deputy director of economic and urban development shall be available to council members to respond to requests for information or questions related to matters under the general control of the deputy director of economic and urban development which are pertinent to the performance of a councilmember's duties.

(b) The duties of the deputy director of economic and urban development, which shall be performed in accordance with applicable laws, include the following:

- (1) Assists the director of economic and urban development in planning, organizing, directing, coordinating, and evaluating the city's activities aimed at development of the economy and urbanized area.
- (2) Assists the director of economic and urban development in planning, organizing, and directing the city's planning functions; reviews the compilation, analysis, and interpretation of data affecting urban planning and development; participates in preparation of comprehensive reports based upon careful research and study of planning problems.
- (3) Coordinates with city officials and other departments and agencies on new or contemplated public and private projects and public/private partnership developments including industrial developments.
- (4) Represents the director of economic and urban development, when needed, as technical advisor to the planning commission and the metropolitan planning organization on city planning and development matters; assists with evaluating and recommending projects and programs to be undertaken; coordinates with government agencies and officials in the metropolitan area.
- (5) Assists the director of economic and urban development with negotiating contractual agreements related to development between the city, private investors, state department of transportation and other agencies.
- (6) Assists the director of economic and urban development with representing the mayor at public meetings with key industrial prospects and with state and federal officials.
- (7) Assists the director of economic and urban development with preparing and coordinating legislative actions with state legislative delegation.
- (8) Assists the director of economic and urban development with developing and implementing the city's highway priorities with the Alabama Department of Transportation.
- (9) Assist with the preparation and delivering of speeches to public and private organizations.
- (10) Performs related work as required and performs any and all duties that may be required of him by ordinance or resolution.

Secs. 2-333 – 2-335. - Reserved

Sec. 2-336. Communications Office established.

The communications office is hereby established. The communications office shall be under the general supervision and control of the director of communications, who may also be referred to as the communications director. The communications director, whose qualifications are established by the mayor, shall be appointed by the mayor subject to the approval of the city council as provided by law. The communications director shall hold office for the term of the mayor making the appointment. The communications director shall be under the general supervision and control of the mayor. The communications director shall be available to councilmembers to respond to requests for information or questions related to matters under the general control or responsibility of the communications director and shall provide direct support to the office of the city council's communications requirements and those of the individual councilmembers in the performance of their official duties.

Sec. 2-337. Duties of the Director of Communications.

The duties of the director of communications, which shall be performed in accordance with applicable laws, include the following:

- (1) Oversees the city's public communications, media, public relations, public affairs, brand identity, and marketing strategies; serves as a key advisor to the mayor, city council, and department heads in decisions that impact the reputation of the city and well-being of a wide variety of stakeholders.
- (2) Coordinates the city's public communications activities amongst all departments of the city; manages all aspects of the communications and marketing requirements in support of key initiatives and programs for the mayor, city council, and city departments.
- (3) Responsible for development and implementation of complex, comprehensive communications programs and activities for the city; creates and executes special initiatives for the city in support of departments.
- (4) Develops and coordinates implementation of the city's communications policies and procedures.
- (5) Creates, distributes, and promotes public information products for the city.
- (6) Provides comprehensive oversight of the city's media relations which includes oversight for media requests, news conferences, news releases, speeches, talking points, and presentations.
- (7) Prepares news releases from the mayor, city council, and departments of the city; prepares program announcements; arranges news conferences; responds to information requests from local, state, national, and trade media; ensures timely and accurate public information of city operations, projects and policies, city council actions, crisis/disaster communications, economic development initiatives, and awareness campaigns through traditional media, social media and the internet.
- (8) Provides communication support to the city in intergovernmental initiatives at local, state, and federal level; assists with the support of industrial recruitment and economic development initiatives of the city.
- (9) Prepares speeches, presentations, and talking points for the mayor, other city officials, and partner agencies on the full breadth of municipal government topics.
- (10) Plans and executes special events; represents the city in presentations to local civic organizations and professional associations; represents the city at local, regional, and national industry conferences and trade shows; conducts research to support initiatives of the mayor, city council, and the various departments.
- (11) Provides editorial guidance and oversight in the preparation and execution of departmental print and digital marketing and informational materials that promote and brand the city or inform its citizens.
- (12) Works collaboratively with departments to integrate appropriate civic engagement platforms such as IdeaScale, See-Click-Fix, or other software programs that benefit citizens.
- (13) Works closely with key community partners including the Chamber of Commerce, the Convention & Visitor's Bureau, the Sports Commission, and the Airport Authority on economic marketing and promotion strategies for the city.
- (14) Oversees the operation of and programming for the city's government television and video services which includes public interest talk shows, public service announcements, video of news conferences, live broadcasts of city meetings, and announcements from non-profit agency partners.
- (15) Oversees the city's digital media in public communication including the website, social media, digital newsletters, on-line town halls, public surveys, and customer service tools; provides web oversight including content creation, training content editors, branding and design of supporting department web pages/sites; oversees for content/branding/design and training content editors for department social media channels and electronic newsletters; provides training and oversight for department web and newsletter editors and social media teams; oversees internet content standards and social media guidelines to inform community members about city services.
- (16) Maintains the city's brand, image, graphics, and identity standards as it relates to the brand including logo, seal, and their use on city signage.
- (17) Oversees customer service initiatives and processes that ensure citizens' needs, comments, concerns, and requests are addressed in a timely manner.
- (18) Provides oversight and strategic planning for organizational information to city employees through employee newsletters and departmental staff meetings, as well as weekly information from specific departments, to include topics related to changes in employee benefits, city compensation systems, significant city projects, staff development and training, city policies and updates on mayoral and city council initiatives/activities.
- (19) Supervises the communications staff including videographer, digital media specialist and other personnel as assigned; manages various contracts delivering support to communications and marketing efforts as required.
- (20) Performs related work as required and performs all duties that may be required of him by ordinance or resolution.

Secs. 2-338 – 2-340. - Reserved

Sec. 2-341. Office of Diversity, Equity, and Inclusion (ODEI) established.

The office of diversity, equity, and inclusion is hereby established. The office of diversity, equity, and inclusion shall be under the general supervision and control of the director of diversity, equity, and inclusion, who may also be referred to as the diversity, equity, and inclusion director or DEI director. The director of diversity, equity, and inclusion, whose qualifications are established by the mayor, shall be appointed by the mayor subject to the approval of the city council as provided by law. The director of diversity, equity, and inclusion shall hold office for the term of the mayor making the appointment. The director of diversity, equity, and inclusion shall be under the general supervision and control of the mayor. Generally, the director of diversity, equity, and inclusion shall be available to councilmembers to respond to requests for information or questions related to matters under the general control of the director of diversity, equity, and inclusion which are pertinent to the performance of a councilmember's duties.

Sec. 2-342. Duties of the Director of Diversity, Equity, and Inclusion.

The duties of the director of diversity, equity, and inclusion, which shall be performed in accordance with applicable laws, include the following:

- (1) Develops and delivers in collaboration with the human resources department and the equal employment officer (EEO), training programs for the city workforce, including ensuring the practice of equitable hiring, cultural awareness/sensitivity, anti-bias behaviors, interpersonal skills, and effective communication.
- (2) Reviews ordinances and policies governing the city workforce and identifies aspects that might cause barriers to the hiring or advancement of underrepresented or disadvantaged populations; provides advice to the mayor, city administrator, equal employment officer, and human resources director on strategies to eliminate barriers to equitable opportunities for city employees.
- (3) Participates on citywide projects that strengthen organizational systems to support a diverse workforce; conducts projects to assess organizational readiness and progress on the city's diversity, equity and inclusion initiatives; researches, develops, and recommends citywide policies on diversity and multicultural awareness; acts as a resource for departmental policy development; assists with community multicultural events, activities and new programs; assists with integrating diversity, equity, inclusion and multicultural sensitivity into the city's public image and marketing strategies; establishes, promotes, and expands the city's outreach to more segments of the community.
- (4) Provides technical support and advice to the city's human relations commission, including recommending nominations for mayoral and city council appointments; develops and provides resources for multicultural education and training in a variety of formats and other support programs; provides diversity, equity, and inclusion training to city departments, as needed. Develops DEI goals for appointed boards and commissions and provide an annual report of the state of DEI in the city for the mayor and city council.
- (5) Develops and delivers for the police department, training focused on cultural competency, anti-bias behaviors, effective communication with diverse communities, and other aspects of DEI specific to law enforcement tasks and procedures; ensures these training packages are delivered for both entry-level and veteran officers during annual in-service training programs; develops and assists the procurement division in implementing programs that seek to eliminate barriers to participation in city procurements and contracting encountered by businesses owned/operated by historically disadvantaged populations.
- (6) Encourages understanding and goodwill, promotes justice, and promotes the elimination of discriminatory practices between and among Huntsville's citizens based on race, religion, national origin, age, sex, disability, or ethnicity; collaborates with these individuals and groups to develop initiatives that advance the goals and objectives of DEI; promotes communication and mutual understanding and respect among diverse constituencies and persons in the greater Huntsville area.
- (7) Provides leadership and guidance to various ethnic celebration committees, assessing the needs of multicultural segments of the community; represents the city at multicultural-related community events; serves as liaison to various community organizations ensuring there is open, active, and continuous communication with these groups and the city's senior leadership team; identifies city policies, practices, and procedures that could cause barriers to city government engagement/participation by underrepresented/disadvantaged groups in the city and advises the mayor on strategies to eliminate/mitigate those barriers.