



# Memorandum

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Date: September 11, 2024

To: Honorable Mayor and Councilmembers

From: Rey Valdes  
City Manager

Department: Maggie Forster  
Communications Director

Subject: **Protocol Manual**

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## **Introduction**

City administration and staff propose the implementation of an official City Protocol Manual to clearly outline guidelines, policies, and procedures for proper protocol at city events involving the Mayor and Councilmembers. A Protocol Manual ensures we uphold the highest standards of professionalism, decorum, and consistency.

Identifying protocols into an official manual preserves institutional knowledge and long-standing City traditions around ceremonial practices, orders of precedence, and rules of etiquette. It eliminates any confusion by setting expectations for officials and staff to follow regarding flag protocol, use of honorifics/titles, ceremonial procedures, etc. The manual will also serve as a valuable training resource for staff.

## **Background**

The Protocol Manual eliminates any confusion and sets clear expectations, allowing City officials to focus on providing exceptional service to residents, businesses, and visitors through properly executed events. Based on the feedback received from Councilmembers during meetings, the proposed Protocol Manual draft incorporates their valued insights in several key areas. Kindly note key sections in the Protocol Manual that will change current procedures as it relates to City events:

- Page 7 – The section that speaks to protocol of awards and documents (certificates, proclamations, keys) has been updated to reference the guidelines adopted by Mayor and Council.
- Page 11 – The section that speaks to responsibilities of the event coordinator, has been updated to specify that former elected officials at all levels must be formerly recognized as part of the list of dignitaries.
- Page 12-13 – The section that speaks to programs and events, has been updated to specify that to ensure clear representation and messaging at City events and in official City photography, City Councilmembers are the primary representatives of the City of Doral at official City events on stage, and in official City photographs appearing on City platforms. Exceptions exist for collaborative events (e.g. Miami-Dade County) or official city business (e.g. Public Works staff).
- Page 17 – The section that speaks to representation of the City at ceremonial activities has been updated to reflect that in lieu of Mayor being available, is the Vice Mayor is also unavailable, a Councilmember will represent the City in any ceremonial activities, on rotation based on seat number (Order of Precedence).
- Page 17 – The section that speaks to speaking opportunities at a City event has been updated to provide all Councilmembers with the option to speak as part of a City event program, should they wish to. The Event Coordinator overseeing the event will reach out to each Councilmember with the opportunity, the Councilmember must confirm their interest in speaking a minimum of (2) business days before the scheduled City event to allow for appropriate incorporation into the program.

If approved, all pertinent City staff will undergo training to ensure full understanding and adherence to the new protocols. City leadership will also be able to reference the manual as needed.

**Fiscal Impact:**

N/A

**Strategic Plan Alignment**

The development and implementation of an official City Protocol Manual directly supports two of the City's core strategic priorities - effective communication and delivering exceptional service. A protocol manual serves as a vital communication tool, clearly articulating the expected

standards of conduct, decorum, and professionalism to be followed by all. This ensures consistent messaging is sent through the City's actions and events about what exceptional service and representation looks like. With transparent protocols in place, constituents can have confidence that City business and ceremonies are being conducted properly and with the utmost professionalism.

**Recommendation**

The City Manager's Office respectfully requests that the Mayor and City Councilmembers approve the proposed Protocol Manual. The City Manager is further authorized to make any minor and nonsubstantive revisions to the aforementioned manual as may be necessary for the effective implementation of the protocol at City events/activities.

*Attachments –*  
Protocol Manual Draft