



## **CITY OF DORAL COUNCIL MEETING MEMORANDUM MAYOR AND COUNCIL**

### **ITEM TITLE:**

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, ESTABLISHING A TRUTH IN ADVERTISING POLICY TO PROTECT THE CITY'S PROPRIETARY INFORMATION AND OFFICIAL COMMUNICATIONS FROM UNAUTHORIZED ALTERATION OR MISREPRESENTATION; STRENGTHENING THE CITIZENS' BILL OF RIGHTS; PROVIDING FOR ENFORCEMENT BY THE OFFICE OF THE INSPECTOR GENERAL; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; AND PROVIDING FOR AN EFFECTIVE DATE

### **BRIEF HISTORY:**

In recent instances, official City of Doral advertisements, flyers, and public communications have been altered by elected officials to include individual photographs or other modifications that imply personal ownership or endorsement. These unauthorized changes risk misrepresenting the City's official positions and undermine the integrity of our public outreach.

To preserve the professionalism, neutrality, and clarity of municipal communications, I am committed to implementing a formal Truth in Advertising Policy. This policy will prohibit the alteration or unauthorized use of City materials, including but not limited to, logos, templates, and publications. It will clearly define and protect proprietary City communications and establish accountability measures.

In doing so, the policy will also strengthen the Citizens' Bill of Rights by promoting transparency, honesty, and fairness in how information is shared with the public. Enforcement authority will be granted to the Office of the Inspector General under Code section 2.07, ensuring violations are appropriately addressed and penalties imposed when necessary.

### **LEGISLATIVE ACTION: (IF APPLICABLE)**

Date:	Resolution/Ordinance No.	Comments

### **FISCAL IMPACT STATEMENT:**

The proposed item has a fiscal impact on revenues and/or expenditures in the amount of:

☒ \$50,000.00 or less

*Council Meeting  
August 13, 2025*

☐ \$50,000.00 or more

**RECOMMENDATION:**

I request your support in approving the establishment of a Truth in Advertising Policy that will formally prohibit the unauthorized use or alteration of City of Doral advertisements and public communications. This policy is essential to ensure the accuracy and professionalism of official City messaging, maintain public trust, and safeguard proprietary municipal materials from misuse.

Additionally, this policy reinforces the City's commitment to transparency, accountability, and ethical standards in government communications. With enforcement provided by the Office of the Inspector General, the City will have the means to address violations appropriately and uphold the integrity of our public outreach.

**ATTACHMENT(S):**

- A. Examples of Misused Communications