

ORDINANCE NO. 2025 - 04

AN ORDINANCE ESTABLISHING THE EXCLUSIVE AUTHORITY OF THE COMMON COUNCIL OF THE CITY OF RICHLAND CENTER OVER THE NAMING AND BRANDING OF PUBLIC ASSETS, DEPARTMENTS, AND SUBUNITS, AND TO REPEAL CONFLICTING ORDINANCES

WHEREAS, the City of Richland Center recognizes the importance of a cohesive and well-managed approach to the naming and branding of its public assets, departments, and subunits; and

WHEREAS, vesting sole authority in the Common Council ensures transparency, accountability, and alignment with the City's strategic objectives and the public interest; and

WHEREAS, to eliminate confusion and maintain consistent governance, it is necessary to repeal any prior ordinances or provisions that delegate naming or branding authority to entities other than the Common Council; and

NOW, THEREFORE, the Common Council of the City of Richland Center, Wisconsin, does hereby ordain as follows:

SECTION 1: AUTHORITY OVER NAMING OF PUBLIC ASSETS

1. The Common Council of the City of Richland Center retains final authority, requiring a majority vote, to approve, modify, or deny the naming, renaming, or removal of names for all City-owned public assets, such as parks, buildings, memorials, and trails.
2. The Common Council may establish a policy for reviewing proposals and making determinations regarding the naming of public assets, provided such procedures do not delegate final authority to any other entity.

SECTION 2: AUTHORITY OVER CITY BRANDING

1. The Common Council retains final authority, requiring a majority vote, to approve, modify, or deny all branding elements, including but not limited to logos, slogans, and color schemes used by the City, its departments, and subunits.
2. No department, subunit, or other entity of the City shall adopt, alter, or use branding elements inconsistent with the City's Branding Identity Guidelines without prior approval by a majority vote of the Common Council.

SECTION 3: REPEAL OF CONFLICTING ORDINANCES

1. Any and all prior ordinances, resolutions, or policies granting naming or branding authority to any entity other than the Common Council, are hereby repealed in their entirety.

SECTION 4: ADMINISTRATION

The City Administrator is hereby authorized and directed to take all actions necessary and proper to implement and administer the provisions of this Ordinance. This authority includes, but is not limited to, establishing administrative procedures, ensuring compliance by all City departments and subunits, and taking any other steps necessary to effectuate the intent and purpose of this Ordinance.

SECTION 5: SEVERABILITY

If any provision of this Ordinance is found to be invalid or unenforceable by a court of competent jurisdiction, such invalidity or unenforceability shall not affect the remaining provisions, which shall continue in full force and effect.

SECTION 6: EFFECTIVE DATE

This Ordinance shall take effect upon its passage and publication as required by law.

ADOPTED by the Common Council of the City of Richland Center on this 6th day of May, 2025 by the following vote: AYES _____, NAYS _____

CITY OF RICHLAND CENTER
RICHLAND COUNTY, WISCONSIN

Todd Coppernoll, Mayor

ATTEST:

Amanda Keller, Clerk

Publication Date: _____
Effective Date: _____