TOWN OF CHEVERLY, MARYLAND
MAYOR AND TOWN COUNCIL

WORK SESSION
March 26, 2026
7:30 PM
Hybrid

AGENDA

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Approval of Agenda**
4. **Keller Update –** A representative from Keller Construction will provide an update on the Eley building construction.
5. **5701 Landover Rd.** – Mayor and Council will discuss fencing options for this site.
6. **Policy Committee Update** – Mayor and Council will discuss a draft policy for Elected Officials' use of Town resources for events.
7. **Conference budgets for Mayor & Council –** Mayor and Council will review and discuss the budget for conferences.
8. **58th Place & Newton St** – Mayor and Council will discuss safety at this location.
9. **Automated Enforcement** – Chief Morris & Town Administrator will present a Request for Proposal for automated enforcement.
10. **Fleet Management Lease Program –** Chief Morris will present a new program for fleet management.
11. **Town Administrator Update –** Town Administrator Galloway will provide a report to the Mayor and Council.
12. **Update by CM Fry & Garces Regarding Cheverly Station Apartments –** Council members will provide updates/feedback from residents at Cheverly Station Apartments.
13. **Review of April Town Meeting Agenda and Future Requests –** The Mayor and Town Administrator will offer a forecast of the Mayor and Council Town Meeting agenda. The Mayor will seek Council input on agenda items for consideration for future meetings.
14. **Adjourn**

(*) denotes an agenda item requiring action (typically expressed by a vote) of Mayor and Council.

**Resident input will be allowed as part of action items, presentations and discussion items on the agenda, residents seeking to speak will be recognized by the presiding officer. Residents may speak once, for no more than three minutes, on each eligible agenda item per the adopted Council Meetings Rules & Procedures. Residents are also encouraged to submit input to the town clerk at* townclerk@cheverly-md.gov *to be read at the meeting.*

Please Note: Pursuant to the Annotated Code of Maryland, State Government Article Section 10-508(a), the Council by majority vote may retire to executive or closed session at any time during the meeting. Should the Council retire to executive or closed session; the mayor will announce the reasons and a report will be issued at a future meeting disclosing the reasons for such session.

Zoom Information:

Topic: Cheverly Mayor & Council Work session

Please click the link below to join the webinar:

https://us02web.zoom.us/j/82551558763?pwd=SkU0MDI5TmNWYVBMNXlFVk8vNEp0UT09

Webinar ID: 825 5155 8763

Passcode: 916656

Or One tap mobile :

US: +13017158592,,82551558763#

Or Telephone: US: +1 301 715 8592

Agenda Supplemental Material

1. Draft Policy Pages: 4 – 10

Policy on Elected Officials' Use of Limited Town Resources for Community Events

The purpose of this policy is to establish clear rules governing the limited use of Town resources in connection with community events initiated by individual elected members of the Town Council (including the Mayor).

Council Members and Mayors host events that help bring residents together, share information, or support community activities in their elected role. At the same time, Town resources must be used carefully to protect taxpayer funds, maintain fairness during elections, and avoid placing pressure on Town staff.

This policy allows limited use of Town resources for Elected Official-initiated community events while establishing clear boundaries.

Nothing in this policy requires the Town to approve a request if staff capacity, equipment availability, or municipal priorities make support impractical.

The intent of this policy is to ensure that the privileges Elected Officials may receive do not vastly exceed what a regular resident has access to.

Draft

I. General Policy

a. Elected Officials may request limited Town support for one (1) event per calendar year that they organize for the benefit of the community. All requests are subject to review and approval by the Town Administrator or designee and must be consistent with available staff capacity and operational priorities

b. Support is limited to basic logistical assistance, such as the provision of Town equipment (e.g., tables, chairs, or similar items) and minimal staff assistance for equipment delivery or setup/breakdown when feasible.

c. Town staff will not be responsible for event planning, promotion, staffing of activities, or post-event cleanup. The organizing Elected Official is responsible for all event management and cleanup.

d. Town resources may not be used in ways that promote an Elected Official's campaign or personal political brand. (See Part V)

II. Limits on Town Support

a. To protect staff capacity and taxpayer funds:

   i. Each Elected Official may receive support for one event per fiscal year.

   ii. The total value of in-kind Town support may not exceed $500 per calendar year.

   iii. Support provided must fall within normal staff duty hours.

   iv. No staff overtime may be used.

   v. Official Town events always take priority for equipment and staff time. Support for Elected Officials' events may not supersede the first two tiers of the Facilities Usage policy and will be considered 3rd Tier in priority of requests.

b. Town support may include:

   i. Tables, chairs, tents, or similar equipment

   ii. Limited staff assistance with equipment delivery or setup

   iii. Use of Town parks or public spaces through the normal permitting process

   iv. Limited use of town communication platforms (see Part VI)

c. Town support may **not** include:

   i. Direct Town funding

   ii. Overtime staffing or additional staffing beyond normal operations

   iii. Additional police staffing beyond normal public safety needs

   iv. Use of indoor Town facilities

   v. Use of outdoor Town facilities not otherwise available for public rental (i.e. pavilions)

III. Community Access

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a. Events supported by Town resources must:

   i. Be free and open to all residents

   ii. Serve a clear community purpose, such as education, civic engagement, or community-building

   iii. Serve a broad segment of residents rather than a narrow or invitation-only group

   iv. Be widely advertised, including outreach to residents in multi-family housing

   v. To the fullest extent possible, be ADA-compliant and consider language accessibility (including ASL) as appropriate

b. Events primarily intended to increase visibility of an Elected Official or promote their personal brand do not qualify.

c. Each request must include a written statement of public purpose explaining the community benefit and how the event differs from Town-sponsored events.

IV. Event Guidelines

a. Events supported by Town resources should follow these guidelines:

   i. Limit commercial activity.

   ii. Campaigning, fundraising, or distribution of campaign materials is not permitted at events receiving Town support. This restriction applies to all candidates and political campaigns.

   iii. Events may not include political endorsements, candidate promotion, or activities intended to support or oppose any candidate or ballot measure.

   iv. Any third-party sponsorships, donations, or financial contributions related to the event must be clearly disclosed in advance.

   v. All events must comply with applicable Town permitting requirements, safety rules, and park or facility regulations.

Draft

V. Election Rules

a. Town resources may not be used for campaign-related activities.

b. Events supported by Town resources may not include or display:

   i. Campaign materials, including but not limited to signage, printed materials, apparel, etc.

   ii. Campaign logos or slogans

   iii. Political endorsements

   iv. Campaign fundraising or solicitation

c. Town resources may not be used for Elected Official–initiated events during the period of 90 days before an election in which that Official is a candidate.

d. If an Elected Official becomes a candidate for another elected office, the same restrictions apply beginning ninety (90) days before that election, to include the primary election and general election if applicable. This includes elections at all levels of government, including but not limited to County, State, Federal, School Board, and Party Committees.

VI. Promotion of Events

a. Promotional materials for Elected-Official-initiated events receiving Town support must comply with the following:

   i. Materials must clearly state that the event is "Hosted by Council Member [Name]" or "Mayor [Name]" and not an official Town event.

   ii. Official Town logos may not be used.

   iii. Campaign logos, slogans, or imagery may not appear on promotional materials.

   iv. Personal photographs or campaign-style branding should not be used.

   v. Links to personal websites should not be included.

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b. Town staff shall request approval of promotional materials from the Ethics Commission prior to sharing through Town channels.

c. Promotional material drafts should be submitted when request for Town support is made and final drafts approved by the Town Attorney or Ethics Commission

d. The Town may allow limited promotion of Elected Official community events through official Town communication platforms, subject to the following conditions:

    i. Town staff will not create promotional materials for Elected Official events. This includes flyers, graphics, event pages, press releases, or other forms of promotional communication.

    ii. Elected Officials or event organizers must provide their own completed promotional materials if they wish the Town to share information about the event.

    iii. Promotional flyers or graphics provided by Elected Officials will only be published on the Town's official social media accounts and will not be redistributed through other Town communication channels unless otherwise approved by the Town Administrator.

    iv. Council Members may promote their community events in the Council Member section of the Town newsletter, consistent with the newsletter's normal submission guidelines and deadlines.

VII. Requests and Staff Protections

a. Elected Officials must request Town support through the Town's normal administrative process (i.e. Special Events Permit) and follow the same permitting requirements as other applicants.

b. Applications must be submitted with 90 days' advance notice (or consistent with or exceeding the deadlines required for other applicants.) Applications must be fully complete at the time of submission.

c. Town staff may decline requests for support based on anticipated capacity issues, scheduling conflicts, or noncompliance with any part of this policy.

Draft

d. Elected Officials should not make direct requests to individual staff members or departments to attend events.

e. Town staff may not be asked to volunteer or assist outside of their normal duties.

VIII. Transparency

a. For each approved event:

   i. The Town shall maintain a record of the request and approval.

   ii. The Town shall document the estimated value of in-kind support provided.

   iii. These records should be publicly accessible where feasible.

   iv. Transparency reinforces that these decisions are institutional rather than personal.

IX. Ethics Committee Oversight

a. The Ethics Committee may:

   i. Provide advisory opinions regarding proposed events

   ii. Review complaints alleging violations

   iii. Recommend corrective actions or enforcement measures

   iv. Consider requests from staff on proposed promotional materials.

X. Violations and Enforcement

a. Violations of this policy may result in:

   i. Mandatory reimbursement of municipal costs

   ii. Removal of noncompliant promotional materials

   iii. Public written findings by the Ethics Committee

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iv. Temporary suspension of access to Town resources

v. Formal censure by the Mayor and Council

XI. Periodic Review

a. This policy shall be reviewed periodically by the Mayor and Council and the Ethics Committee to ensure it continues to protect taxpayer resources, staff neutrality, and public trust.

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