MOUNT CARMEL

A place to put down roots

RESOLUTION 26-698

A RESOLUTION OF THE BOARD OF MAYOR AND ALDERMEN OF THE TOWN OF MOUNT CARMEL, TENNESSEE, AUTHORIZING THE ESTABLISHMENT AND OPERATION OF AN OFFICIAL TOWN MERCHANDISE PROGRAM

WHEREAS, the Town of Mount Carmel desires to promote community pride, civic engagement, and a positive public image through the availability of merchandise featuring the Town's name, official logos, and other approved designs; and

WHEREAS, Town-branded merchandise provides residents, visitors, and supporters an opportunity to demonstrate their connection to and support for the Mount Carmel community; and

WHEREAS, the Board of Mayor and Aldermen recognizes that a properly administered merchandise program may serve as a means of promoting the Town, increasing public awareness of municipal programs, facilities, and events, and generating incidental revenue to support legitimate municipal purposes; and

WHEREAS, the Board of Mayor and Aldermen finds that establishing a Town Merchandise Program serves a legitimate municipal public purpose and is in the best interests of the Town and its residents.

NOW THEREFORE, BE IT RESOLVED by the Board of Mayor and Aldermen meeting at Mount Carmel, Tennessee, on this 19th day of November, 2026, that:

SECTION 1. The Board of Mayor and Aldermen hereby authorizes the establishment of an official Town of Mount Carmel Merchandise Program for the purpose of promoting community identity, civic pride, municipal facilities, programs, and events through the sale of Town-branded merchandise. The program may include, but shall not be limited to, apparel, hats, drinkware, blankets, stickers, promotional accessories, and other merchandise bearing the Town's name, official seal, logos, or other designs approved by the Town Manager.

SECTION 2. The Town Manager is hereby authorized and directed to administer the Town Merchandise Program, including the authority to:

1. Select, approve, purchase, and discontinue merchandise offered through the program;
2. Establish and periodically adjust merchandise pricing based on product costs, market conditions, demand, and other relevant considerations;
3. Approve merchandise designs and the use of Town branding consistent with the Town's official identity;
4. Determine appropriate locations and methods for merchandise sales, including Town facilities, community events, and electronic or online sales platforms;

5. Establish reasonable procedures for inventory management, sales transactions, refunds, and other administrative matters; and
6. Take such additional actions as may be reasonably necessary to implement and operate the program.
7. Expand, modify, or otherwise enhance the merchandise program, including the introduction of new products, merchandise categories, designs, sales opportunities and methods, and promotional initiatives, as deemed appropriate.

SECTION 3. The Town Manager shall establish merchandise pricing with the objective of recovering product costs, associated administrative expenses, and generating reasonable additional revenue in support of the program and other authorized municipal purposes. The Town Manager may adjust prices, offer promotional pricing, and establish merchandise bundles or discounts as deemed appropriate for the efficient operation of the program. Individual merchandise items and pricing adjustments shall not require additional approval by the Board of Mayor and Aldermen, provided such actions remain within the authority established by this Resolution and applicable Town policies.

SECTION 4. All revenue generated through the Town Merchandise Program shall be received, deposited, accounted for, and reported in accordance with the Town's established financial procedures and applicable law. Merchandise revenues and expenditures shall be recorded within the appropriate accounts of the Town's General Fund. The Town Recorder/Finance Director shall establish appropriate accounting and internal control procedures to ensure proper documentation of sales, inventory, expenditures, and revenues.

SECTION 5. Net revenues generated through the Town Merchandise Program shall be available for lawful municipal purposes, subject to appropriation through the Town's adopted budget. Such revenues may be used to support community events, parks and recreation activities, public engagement initiatives, and other authorized municipal programs and services.

This Resolution shall take effect immediately, the public welfare requiring it.

ADOPTED this 19th day of November, 2026.

John K. Gibson

John K. Gibson, Mayor

Attest: Tiffany Bishop

Tiffany Bishop, Town Recorder

TOWN OF MOUNT CARMEL
EST. 1961
A PLACE TO PUT DOWN ROOTS
OFFICIAL SEAL