



CITY COUNCIL

Policy

CITY OF SAN MARCOS

SUBJECT: SMILE Award Policy

ADOPTED: November 10, 2025

REVISED: N/A

BACKGROUND

In January 2021, the City Council adopted a recognition program, the San Marcos SMILE Award (**S**an **M**arcos **I**nspiration, **L**eadership and **E**xcellence). This program was designed to recognize community members who reflect the San Marcos spirit of service and showcase their efforts on behalf of the San Marcos community.

PURPOSE

To ensure that the SMILE Award is a positive and unifying program for the community, the City Council wishes to formalize its intent and process in this City Council policy.

POLICIES AND PROCEDURES

This policy shall define the intent and procedures for the SMILE Award, how City Council Members are assigned their positions in the calendar, and limitations on who may receive the award.

In December of each year, during the meeting when the City Council approves the regular meeting schedule, the City Clerk will draw names to establish the order in which City Council members will have an opportunity to recognize a community member with the SMILE Award in the coming calendar year.

The City Clerk will choose the meeting dates for the five award ceremonies (one for each City Council member), so they are spread out over the calendar year. City Council members may request a date change, if needed, for logistical purposes.

Each City Council member will choose an honoree based on the intent of the award, which is to celebrate groups and individuals who have made a positive impact on the San Marcos community.

The SMILE Award is not intended to recognize current or former elected officials, registered candidates for public office, officers or employees of a political party, or individuals representing

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organizations whose primary purpose is to influence legislation, ballot measures, or the election or appointment of public officials.

City Council members are encouraged to select San Marcos residents for recognition, however, non-residents who have made significant contributions to the San Marcos community are also eligible.

City staff shall not be involved in the selection of recipients.

No later than two weeks before the date of the award ceremony, City Council members shall submit to the City Clerk a photo of the honoree and paragraph of up to 400 words explaining why they were chosen. City staff will use this information, verbatim and attributed to the submitting Councilmember, for a certificate and news release announcing the selection.

Awards will be given during the presentations portion of the agenda. The nominating City Council Member will introduce the honoree and the reasons for the selection. The honoree will then have an opportunity to make remarks of up to three minutes.

Following the ceremony, city staff will distribute a news release announcing the honoree.

CONCLUSION

Following this policy will ensure the SMILE Award remains a positive, unifying celebration of community service.