



FPRA Communicator of the Year | 2019

The FPRA Communicator of the Year award is very special and highly prized. Nominations are open for communicators across the Treasure Coast, whether they are a member of FPRA or not. Awards are given to professionals who demonstrate outstanding public relation and communication skills in the following five categories:

- Communicator for a Corporate Organization
- Communicator for a Government Organization
- Communicator for a Nonprofit Organization
- Crisis Communicator
- Communicator for a Special Event

Special Event Communicator

You may think the typical job description for **city clerk** is rather cut and dried:

- *Record and maintain orderly and accessible records of all City Council meetings, discussions and communications.*
- *Transcribe and maintain records of all advisory commission activities as directed by the City Council.*
- *Act as repository to preserve all official municipal documents in an efficient and dependable manner.*

But you would be wrong if you thought that was all that *one* city clerk was responsible for managing. This year **Tammy Bursick, City Clerk for the City of Vero Beach** for over 30 years, has gone above and beyond her job description in a most spectacular way. In conjunction with hundreds of volunteers, corporate sponsors, and non-profit agencies, Tammy has pulled together a spectacular **Centennial Celebration** to commemorate the **100th Birthday of Vero Beach**.

The Vero Centennial is a year-long celebration of events that began in October of 2018 and will culminate with a grand finale on the official day of the city's birth, October 26, 2019.

Tammy was instrumental in forming numerous committees with assistance from city councilman Tony Young. Committees include Publicity, Volunteers, Photographers, and Event Planners. Her tasks have included the crowning a special spokesperson, Mrs. Centennial (FPRA member Anna Valencia-Tillery) and oversight for creation of a Centennial website, calendar of events and commemorative logo.

In addition to her vast duties of City Clerk, managing council meetings, agendas and public records, Tammy spearheads monthly Centennial meetings. She serves as a clearinghouse of information to help Volunteers, Committee Chairs, and Sponsors coordinate hundreds of events throughout the year. The official Centennial Calendar of Events runs no less than 22 pages!

It has been exciting to see momentum for the Vero Centennial grow across local businesses, government agencies and non-profits. Organizations involved with Vero 100 proudly display the Centennial logo for their events and sponsorships.

As the city of Vero Beach enters a new generation of community growth, we applaud Tammy's efforts in organizing a year-long celebration of Vero's first 100 years.

Please join us in congratulating Communicator of the Year for a Special Event, Tammy Bursick, City Clerk, Vero Beach.

