

James R. Freed, City Manager
City of Port Huron
100 McMorran Blvd
Port Huron, MI 48060

December 12, 2018

Re: Concerns about Activity on Twitter Account @icmaethics

Dear James:

Thank you again for bringing your concerns to my attention regarding Martha Perego's social media activity on the @icmaethics Twitter account. As I indicated in my response to your letter, I appreciate your commitment to ICMA, the Code of Ethics, and our great profession.

How ICMA is represented externally to our members, partners, and the public in general is very important to me. This association has an excellent reputation as the leading association for local government. In all that we do, we strive to build on that reputation. Any conduct on the part of our staff that would undermine it is taken very seriously.

Given the serious nature of your concerns, we did a thorough review of Martha's Twitter activity for the last two years both looking at her posts and the items from other authors that she may have "liked" or "retweeted". This review encompassed some 150 tweets that Martha created and almost 1500 instances where she "liked" what another wrote.

It is clear from our review that some of Martha's activity on Twitter does reflect her personal perspective, opinions and interests. To put it in perspective, eight of her 150 tweets were personal reflections on her home town. With regard to the other activity, over two years she expressed her personal perspective on about 45 occasions by "liking" the post of another individual. As you pointed out with your examples, some of that activity fell in the realm of political commentary.

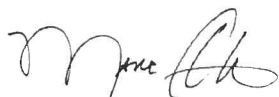
I have expressed my disapproval to Martha, counseled her, and provided direction to Martha to disconnect her handle from ICMA and that the @icmaethics account should be limited to the topics of ethics, leadership and local government. She will be removing any past activity that doesn't align with my expectations.

You raised Tenet 7 of the ICMA Code of Ethics in your letter. In no instances did we see Martha endorse any candidate for elected office or even engage in that area.

Martha is known to many in the profession for her years of providing guidance and advice to members as they work to follow our profession's Code of Ethics. It is my belief that this is a teachable moment for her and that she will remain committed to upholding the highest of standards.

And once again, thank you for bringing this matter to my attention.

Sincerely,



Marc A. Ott
Executive Director