

ORDINANCE

An Ordinance to amend Section 11.130 of the Manitowoc Municipal Code regulating Direct Sellers and Direct Purchasers.

Whereas, the purpose of this ordinance is to ensure the safety and security of the community by requiring direct sellers to wear identifiable uniforms and badges. This ordinance will help citizens easily recognize legitimate direct sellers and distinguish them from unauthorized or fraudulent individuals. It will also promote transparency and trust between sellers and the public.

Now, therefore, the Mayor and Common Council of the City of Manitowoc do ordain as follows:

Section 1. Section 11.130 is amended to read as follows:

“11.130 Direct Sellers and Direct Purchasers.

...

(2) Definitions. In this section:

...

Uniform means an article of clothing or attire that is distinctive, consistent in style, and identifiable with the company or business the direct seller represents. The uniform must clearly display the business's name or logo in a visible manner.

...

(7) Regulation of Direct Sellers and Direct Purchasers.

...

(c) Uniform and identification.

1. All direct sellers operating within city limits must wear a clearly identifiable uniform while engaging in sales activities. The uniform must prominently display the name or logo of the business they represent and must be neat and professional in appearance.

2. All direct sellers must wear a badge issued by the City of Manitowoc while conducting sales activities. The badge shall contain the direct seller’s full name, a recent photograph of the direct seller, the name of the company or business represented, and a unique identification number. The badge must be visible and worn on the outermost layer of clothing (such as a shirt or jacket) at all times.

...”

Section 2. This ordinance shall take effect the day after publication.

INTRODUCED _____ ADOPTED _____

APPROVED _____

Justin M. Nickels, Mayor

Fiscal Impact: Anticipated no greater than \$100 for ordinance publication and code update costs of which are appropriated in the 2024 adopted budget. No additional tax levy or 2024 budget amendments.
Funding Source: 1100-15100-532100
Finance Director Approval: /SMA
Approved as to form: /EGN

This Ordinance was drafted by Eric G. Nycz, City Attorney