



CITY OF COMMERCE AGENDA REPORT

Item No. _____

TO: Honorable City Council
FROM: City Administrator
SUBJECT: Military Banner Program
MEETING DATE: November 7, 2017

RECOMMENDATION:

The City Council will receive a report and give further direction on the Military Banner Program requested by Mayor Rebolla.

BACKGROUND/ANALYSIS:

The Military Banner Program is a great way to honor military personnel who reside in the City of Commerce or a family member of a Commerce resident. The pole banners will be displayed along Washington Blvd, Eastern Ave, and Commerce Way, from May through November each year.

Applications will be made available at the City of Commerce Public Safety & Community Services Department. Once the application has been approved the banner will be printed and displayed on Washington Blvd, Eastern Ave, and Commerce Way.

The City will use its social media outlets to promote this program. The Public Information Office will also produce posters and flyers to distribute city wide.

FISCAL IMPACT:

This project has an estimated fiscal impact of \$6,944.65 for 20 banners. This estimate includes the removal of existing banners, the banners, installation of banners, and additional hardware needed. If approved, staff recommends allocated funds during mid-year budget request.

RELATIONSHIP TO 2012 STRATEGIC GOALS:

The issue before the Council is applicable to the following strategic goal of the Council: "Protect and Enhance Quality of Life in the City of Commerce."

ALTERNATIVES:

1. Provide further direction to staff

Recommended and prepared by: Beatriz Sarmiento, Director of Library Services
Reviewed by: Josh Brooks, Assistant Finance Director
Approved as to form: Noel Tapia, City Attorney
Respectfully submitted: Fernando Mendoza, Interim City Administrator