



CITY OF COMMERCE AGENDA REPORT

Item No. _____

TO: Honorable City Council
FROM: City Administrator
SUBJECT: Update Military Banner Program
MEETING DATE: January 9, 2018

RECOMMENDATION:

The City Council will receive an update and give further direction on the Military Banner Program requested by Mayor Rebollo.

BACKGROUND/ANALYSIS:

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

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 installation of the new banners, and additional hardware needed. If approved, finance staff will return at mid-year for a formal allocation of funds.

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: Vilko Domic, Finance Director

Approved as to form: Noel Tapia, City Attorney

Respectfully submitted: Edgar Cisneros, City Administrator