



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council

Item No. _____

FROM: City Manager

SUBJECT: 60TH CITY BIRTHDAY CELEBRATION STATUS REPORT AND
LOGO APPROVAL

MEETING DATE: OCTOBER 1, 2019

RECOMMENDATION:

The City Council will receive a report with respect to the 60th Birthday celebratory plans for the year and consider approving the 60th City Birthday logo.

ALTERNATIVES:

1. Receive and File Status Report; and/or
2. Provide Staff with further direction; and
3. Approve Logo A, Logo B or Logo C as the official logo of the City's 60th Birthday; or
4. Provide staff with alternative direction in accordance with the City Council's wishes.

ANALYSIS/BACKGROUND:

To commemorate the City's 60th Birthday, the City will display the approved logo throughout the year. The Public Information Division will produce a short video, highlighting 60 years of the Model City's progress. In addition, a different "Moments in History" monthly video (30 seconds each) featuring a specific facet of the City will be aired. Birthday street banners will be displayed at Heritage Park, Washington Blvd. (west of Commerce Way), Atlantic (south of Washington Blvd.), Triggs (at McDonnell), and Gage (south of Zindell). Banners will also be displayed at all facilities. In addition, a calendar will be sent to all residents with the theme demonstrating photos from past to present.

The Department of Parks & Recreation is coordinating an appreciation breakfast honoring Commissioners to kick off the yearlong celebration. All parks will host a 60th Birthday Party on Saturday, January 25th (12-3 p.m.) to include a special presentation, a mariachi group, old-fashioned games, light lunch and the opportunity to enter the community raffle. The party continues the morning of the City's actual Birthday (Tuesday, January 28) with a 6:00 a.m. serenade of "Las Mañanitas" at the front entrance of City Hall, with the unveiling of the 60th Birthday plaque, light morning refreshments, followed by the community raffle at 7:00 a.m. aired through Facebook Live. The Senior Center will host its festivities at 12:00 p.m., followed by Teen Center at 6:00 p.m. The 60th Birthday also includes, a special Birthday gift for each household, the 4th of July Celebration will include an upgraded

pyrotechnic show, a “Resident Only” Community Carnival will be held on Sunday, July 5th, and a Taste of Commerce/Concert in the Park/Beer Garden. #bringitback Birthday activities are also planned. City Track Meet, pinewood derby races, snow day, lanyard making, horseshoe tournament, and family fun night at the BVAC to name some. All regular annual City events will include a Birthday twist.

The Library Department will incorporate the theme throughout the year as well. Some of the events planned include a local history project display and enhance many of their yearly events. For example, the Commerce Scholarship Program will host a dinner instead of breakfast and keeping the City’s history in mind, invite past recipients to join in a “Where are they now?” showcase with live entertainment. The Commerce to College Fair will include food trucks for lunch and the theme will emphasize the City’s Birthday. The Summer Reading Program will have enhanced ending celebrations for kids, teens, and adults respectively, keeping in the theme of the Birthday.

FISCAL IMPACT:

The approval of the logo and the events planned may be carried out without additional impact on the current operating budget.

RELATIONSHIP TO STRATEGIC GOALS:

This agenda item relates to Council’s ongoing commitment to enhancing the quality of life for city residents by providing quality recreation programs and services.

Recommended by: Adolfo Marquez, Interim Director of Parks & Recreation
Approved as to Form: Noel Tapia, City Attorney
Respectfully submitted: Edgar P. Cisneros, City Manager

Attachment: Draft City Logos