



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council

FROM: City Manager

SUBJECT: COLLEGE BANNER PROGRAM FUNDS FOR SCHOLARSHIP PROGRAM

MEETING DATE: February 18, 2020

RECOMMENDATION:

The City Council will consider for approval, the depositing of funds collected for the College Banner Program in the amount of \$25 per banner to the City Scholarship Program.

ANALYSIS/BACKGROUND:

In 2019, City Council approved a college banner program to celebrate and highlight Commerce residents that were seniors in high school and heading to college after graduation. The banners were placed on Eastern Avenue and were displayed from August 2019 to October 2019.

After the display period, the banners were made available for purchase at \$25 each. In order to provide an incentive to support higher education, staff is recommending that the funds collected through this effort be deposited in the Scholarship Program.

ALTERNATIVES:

1. Approve recommendation
2. Provide Staff with further direction

FISCAL IMPACT:

This activity can be carried out without additional impact on the current operating budget.

RELATIONSHIP TO STRATEGIC GOALS:

This matter is applicable to the following 2012 Strategic Goal: "Protect and Enhance the Quality of Life in the City of Commerce."

Prepared by: Beatriz Sarmiento, Director of Library Services
Reviewed by: Vilko Domic, Assistant City Manager
Approved as to form: Noel Tapia, City Attorney
Respectfully submitted: Edgar P. Cisneros, City Manager