



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council

FROM: City Manager

SUBJECT: **UPDATING ON COMMERCE COLLEGE BOUND BANNER PROGRAM AND DISCUSSION OF RECOMMENDATIONS FOR CELEBRATING CLASS OF 2020 HIGH SCHOOL GRADUATES**

MEETING DATE: May 5, 2020

RECOMMENDATION:

The City Council will consider for approval staff's recommendations for celebrating the high school graduating class of 2020 and our future college students.

ANALYSIS/BACKGROUND:

College/Military Bound Graduates:

With approval from the City Council, the City will continue promoting the College Bound Banner Program ("Program"). This Program is a fitting way to honor recent Commerce high school graduates who plan to continue their education at a college or university, vocational school, or who enlist in the military. The banners will be displayed along Washington Boulevard, Eastern Avenue, and Commerce Way, from August through October each year. The banners feature a photo of a graduate, along with their name, a noteworthy achievement, and the learning institution they plan to attend, or military branch where enlisted. There is a sample banner attached to this agenda report.

The City Council initially approved \$6,000 for this Program during the budget adoption process. It is anticipated that 25-30 applications will be received. Staff will use the remaining balance from the prior fiscal year to move forward with this year's honorees.

High School Graduates:

Over the last couple of weeks, staff has met to brainstorm ideas for marking this occasion for our Commerce residents graduating from high school this year. Staff came up with some ways to mark the occasion and to create meaningful memories for the graduates and their families. The following ideas adhere to the safety measures in place against COVID-19 and are being recommended to the City Council:

Lawn Signs

Households with a graduating senior would receive a lawn sign to display. Possible suggestion is a \$1 donation from the family.

Video Message and Picture

Graduating seniors and/or their family members would be asked to submit a picture and/or ten second video message. Both would be sent to the library. Library staff will put all the video messages and pictures together and put it up on the City's website and social media pages. Graduates, parents, families and friends from near and far would be able to view it.

City Council would also congratulate graduates by name as submitted by parents or provided by local school districts at the June 2, 2020 City Council meeting.

Other Optional Ideas for Consideration:

The City of Commerce Proclaims June 11, 2020 as "Commerce Celebrates the Class of 2020" day. A day for the community to be involved in recognizing and celebrating the achievement of graduating from high school.

- ❖ June 11, 2020 would be the day that the video montage and lawn signs are up.
- ❖ Business and community residents are encouraged to make a flyer with a message of congratulations and to place it on their window that day.
- ❖ City buses can feature a digital message to graduates.
- ❖ Neighbors of graduates with a lawn sign displayed are asked to stand in front of the house and applaud, whistle etc. for the graduate.
- ❖ The community is asked to turn on their porch light for an hour at night.

A draft theme for honoring high school graduates is also attached to this agenda report.

ALTERNATIVES:

1. Approve Staff's recommendations
2. Provide Staff with alternate or 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