



CITY OF COMMERCE AGENDA REPORT

Item No. _____

TO: Honorable City Council
FROM: City Manager
SUBJECT: Military Banner Program Update
MEETING DATE: November 17, 2020

RECOMMENDATION:

Receive update on Military Banner Program and approve recommendation to allocate \$2,000 towards expanding the program for next year as funds have now been exhausted.

BACKGROUND/ANALYSIS:

The Military Banner Program was initiated in 2018. The program's purpose is to honor military personnel who reside in the City of Commerce or a beloved family member of a resident of Commerce. The banners are typically affixed to poles and displayed along Washington Boulevard from May through November of 2018, 2019 and 2020.

The City has received interest from four Veterans for the Military Banner Program for next year. Based on the new applicants received for the 2020 program, City staff estimates that the City will receive 5 new applicants.

Currently there are no funds available to continue the program. In order for the program to continue, City Council would need to approve allocating funds to the program. The cost of each banner is approximately \$200, and staff anticipates receiving at least five (5) new applications in addition to the interest that has already been received.

If allocations are approved the City will continue to use its social media outlets to promote this program.

FISCAL IMPACT:

The cost for up to 10 new banners is \$2,000, which would be budgeted from CCP Community Benefits Funds with City Council approval.

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. Approve staff recommendation to allocate \$2,000 to expand the program; and/or
2. Provide direction to staff.

Recommended and Prepared by: Beatriz Sarmiento, Director of Library Services

Reviewed by: Josh Brooks, Acting Finance Director

Approved as to form: Norma Copado, Assistant City Attorney

Respectfully submitted: Edgar P. Cisneros, City Manager