

MEETING DATE: December 1, 2008

AGENDA ITEM: Discussion of the City's Policy Related to Proclamations and Commendations and the use of City Letterhead and Stationery.

ATTACHMENTS

	<u>Pages</u>
1. Staff Report (with attachments) and Minutes from November 5, 2007.	1-11
2. Excerpt from the City Charter (Section 606)	12
3. Culver City Municipal Code, Chapter 1.03: City Standards	13

Attachment 1
City of Culver City, California
City Council Agenda Item Report

Meeting Date: November 5, 2007		Item Number: <u>A-1</u>	
AGENDA ITEM: Discussion of and Possible Alterations to the City Council Policy on City Council Recognition.			
Contact Person/Dept.: Martin R. Cole, Phone Number: (310) 253-6000 Assistant City Manager			
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Notification List (10/31/2007).			
Department Approval: Martin R. Cole (10/31/2007)		City Attorney Approval: Carol Schwab (by H. Iker) (10/31/07)	
Fiscal Impact Approval: Marlee Chang (by M. Noller) (10/31/2007)		City Manager Approval: Jerry B. Fulwood (10/31/07)	
<u>RECOMMENDATION:</u> Staff recommends the City Council discuss the City Council Policy on City Council recognition and direct staff as deemed appropriate. <u>BACKGROUND:</u> The City Council discussed this item briefly on July 10, 2006. During that discussion, the City Council generally determined that it wanted to streamline the process for issuing Council Recognition items. Staff is returning this item to the City Council to present additional information and provide the City Council with the opportunity to provide further direction on this topic. <u>DISCUSSION:</u> The City Council has traditionally awarded three kinds of recognition to individuals and organizations: certificates, commendations, and proclamations (collectively City Council Recognition Items). The current common use of each type of recognition is detailed below: <i>Certificates</i> Certificates are presented to both individuals and organizations (but are most frequently presented to individuals) in recognition of accomplishment of a goal or noteworthy milestone/event. Certificates are signed by the Mayor and printed on "certificate paper."			

**City of Culver City, California
City Council Agenda Item Report**

Some examples of recently awarded certificates include: welcoming each of the visiting participants in the annual language exchange from a school in Mexico; visitors from the City's Sister City of Iksan, South Korea, and members of the Fiesta La Ballona Committee.

Commendations

Commendations recognize individuals and organizations for significant accomplishments or service to the City of Culver City. The presentation is often done at a City Council meeting where friends, family, and the general public can join the City Council in honoring the person/organization. Recent commendations awarded by the City Council include: Eagle Scouts, meritorious conduct by Police Officer Aubrey Kellum and Firefighter/Paramedic Steve Poelstra, and various community members on their 80th, 90th, and 100th birthdays.

Proclamations

The City Council periodically recognizes an event or celebration through the presentation of a Proclamation. Also, periodic events such as Parks and Recreation Month, Fire Prevention Week, and Historic Preservation Month have been recognized through Proclamations.

Under the current City Council Policy, City Council Recognition Items are most commonly prepared with the approval by the Mayor (or, infrequently, at the direction of the City Council) and presented to honorees at a City Council meeting. Certificates are signed by the Mayor, whereas Commendations and Proclamations are generally signed by all five Councilmembers. Also, "Councilmanic" Recognition Items may also be prepared at the request of an individual Councilmember. Councilmanic Recognition Items are signed by the requesting Councilmember and are generally presented by that Councilmember directly to the honoree. A copy of the existing policy is attached.

Other Cities' Practices

In preparing this report, staff contacted the following Westside cities to request information on their process/policy for preparing and presenting City Council Recognition: Beverly Hills, Santa Monica, and West Hollywood. The following table summarizes the results of the survey:

	Beverly Hills	Santa Monica	West Hollywood
--	----------------------	---------------------	---------------------------

City of Culver City, California
City Council Agenda Item Report

Kinds of Recognition	Proclamations Certificates Letters of Recognition Grand Openings	Proclamations Letters of Recognition	Commendations Recognitions Letters of Appreciation
Staff Department	City Manager's Office	City Manager's Office	City Manager's Office

Upon comparison of the above processes used by surrounding cities with the current City Council policy, Culver City's process is comparable. Therefore, Staff does not recommend significant changes to the existing policy.

Staff would request City Council guidance on the following topics:

- (1) Does the City Council wish to continue preparation of proclamations for annual events?
- (2) Does the City Council wish to require submission of a request for Council Recognition to be submitted a certain number of days prior to the presentation date and have pertinent information regarding the recipient provided by the requestor? (***Staff recommends submission at least 15 calendar days prior to the date needed.***)

FISCAL ANALYSIS:

Preparation of City Council recognition items involves staff time and costs for supplies (paper, certificate/commendation/proclamation covers, etc.). The amount of staff time involved in the preparation of a specific Council recognition item can vary and depends on the amount of information provided by the individual or organization requesting the proclamation. Using 30 minutes as the average time needed to prepare a Council Recognition Item, the average Council Recognition Item costs \$50 to prepare.

These costs can be accommodated through the use of existing staffing levels. The actual fiscal impact is dependent upon whether the City Council should choose to alter existing policy. An alteration in policy that would increase or decrease the number of Council Recognition Items prepared would have a corresponding impact on costs.

City of Culver City, California
City Council Agenda Item Report

ATTACHMENTS:

(1) City Council Policy 3402 (Council Recognition)

MOTION:

That the City Council:

Discuss the topic of City Council Recognition and direct staff as deemed appropriate.

MEETING DATE: November 5, 2007

AGENDA ITEM : Discussion of and Possible Alterations to the City Council Policy on City Council Recognition.

ATTACHMENTS

	<u>Pages</u>
1. City Council Policy 3402	1-5

**CITY OF CULVER CITY
COUNCIL POLICY STATEMENT**

General Subject: **Council Recognition**

Policy Number: 3402

Date Issued: 08/09/04

Specific Subject: **Council Recognition:
Procedures for Approval
and Administration**

Effective Date: 08/09/04

Resolution No. 2004-R056

PURPOSE:

The purpose of this policy is to formalize guidelines governing the presentation of proclamations, commendations, awards and other recognition documents or items by City Council.

STATEMENT OF POLICY:

The City's recognition policy exists primarily to honor individuals, groups, and staff who have made or have demonstrated significant contributions to the community. Special events are also appropriate to be honored. Multiple forms of recognition exist to ensure that the proper level of recognition will be granted to designated people, organizations or events.

PROCEDURES:

The recognition process is a ceremonial process that shall be, in most circumstances, presided over by the Mayor as is provided by the City Charter, Section 505, which states, "The Mayor shall be the official head of the City for all ceremonial purposes." This includes having the Mayor's approval for all items recognizing persons or organizations on the City's behalf.

Official City recognition items include proclamations, commendations, certificates of achievement or recognition, distinguished service awards, and other recognition items, such as letters of recognition, City tile plaques, and keys to the City.

Additionally, a Councilmanic proclamation/commendation may be awarded when an achievement or event warrants personal recognition from one Council Member.

Recognition Definitions and Procedures

City recognition items and their associated procedures are defined as follows:

A **Proclamation** recognizes a significant event and officially sets aside a period of time in which the event is to be recognized (e.g. Public Works Week, Earth Day, Cultural Diversity Week, etc.). A proclamation requires approval of at least three City Council Members or approval of the Mayor, as defined in the Nomination/Request section of this policy. A proclamation may be automatically generated by staff if it is deemed a recurring and significant event (see Exhibit 1) and meets the guidelines defined in the Eligibility section of this policy. Proclamations are signed by the full City Council, and are presented on 11 x 17 proclamation paper.

Councilmanic proclamations may be awarded by one Council Member with the approval of the Mayor. It is signed by the Mayor or the requesting Council Member and is presented on 8 ½ x 14 proclamation paper.

A **Commendation** honors an outstanding or continued contribution to the community by an individual or group. Generally, commendations are reserved for those who have contributed to the betterment of the larger society for a continued period of time (e.g., Senior of the Year, awards to community leaders, etc.). A commendation requires approval of at least three City Council Members or approval of the Mayor, as defined in the Nomination/Request section of this policy. A commendation may be automatically generated by staff if it is deemed a recurring and significant event (see Exhibit 1) and meets the guidelines defined in the Eligibility section of this policy. Commendations are signed by the full City Council, and are presented on 11 x 17 commendation paper.

Councilmanic commendations may be awarded by one Council Member with the approval of the Mayor. It is signed by the Mayor or the requesting Council Member and is presented on 8 ½ x 14 proclamation paper.

A **Certificate of Achievement** or **Recognition** recognizes special accomplishments or milestones (e.g. 100th birthday of a resident, Little League champions, etc.). Usually it is a one-time occurrence that deserves recognition, but not at the level of a commendation. Individual Council Members may request the certificates, with the approval of at least three City Council Members or approval of the Mayor, as defined in the Nomination/Request section of this policy. A certificate may be automatically generated by staff if it is deemed a recurring and significant event (see Exhibit 1) and meets the guidelines defined in the Eligibility section of this policy. Certificates are signed only by the Mayor or as otherwise designated by him/her, and presented on 8 ½ x 11 certificate paper.

A **Distinguished Service Award** is bestowed upon City staff members who have made a lasting contribution to the City, have gone above and beyond the call of duty, and serve as exemplary public servants. Department Heads may nominate individuals for distinguished service awards, which are subject to approval of at least three City Council Members. This award is signed by the full City Council and presented in a fashion similar to a proclamation or commendation, or in other such form as directed by the Council.

A **Letter of Recognition** is provided when a certificate is not appropriate, but Council wishes to recognize an achievement or event by providing a letter to be published in an

event program or to congratulate an individual on a recent achievement. Letters of recognition require approval of the Mayor, as defined in the Nomination/Request section of this policy. Letters of Recognition are signed by the Mayor or as otherwise designated by him/her and presented on gold seal City letterhead. Staff may generate a Letter of Recognition for the Mayor's signature if it is deemed a recurring and significant event (see Exhibit 1) and meets the guidelines defined in the Eligibility section of this policy.

A *City Tile Plaque* is provided to Culver City elected officials (Council, Clerk and Treasurer) and Executive Managers leaving City service. The City Tile is presented as a wood plaque with an inlay tile of the Culver City seal and an engraved brass plate. There is no signature on this item. It is automatically generated by the Office of the CAO.

A *Key to the City* is provided to foreign dignitaries (e.g. a senior level city official from a visiting "Sister City"), visiting elected officials attending a ceremony in the City, or some other significant individual as deemed appropriate by the Mayor and the City Council. The awarding of a Key to the City requires the approval of at least three City Council Members or approval of the Mayor, as defined in the Nomination/Request section of this policy. There is no signature on this item.

Eligibility

To be eligible to receive City recognition as described above, the proposed event or persons to be recognized should meet one of the following criteria:

- Has a significant impact on the Culver City community, is a significant achievement, milestone or event AND has the approval of at least three members of the City Council OR unilateral approval by the Mayor, as defined in the Nomination/Request Process section of this policy;

OR

- Is a recurring and significant event or observance agendized by staff on a recurring basis (see Exhibit 1).

Nomination/Request Process

The Mayor and Members of the City Council may present nominations for recognition during the course of a City Council meeting. Nominations may be approved through the support of three City Council Members, or the Mayor, as ceremonial head of the City, has the ability to approve requests unilaterally.

Requests from the public for recognition of a person, organization or event shall be submitted to the Chief Administrative Office. The requesting entity is responsible for providing specifics regarding the eligibility and nature of the request, as well as information that may be used in developing the recognition document. Requests will be evaluated for consistency with eligibility requirements and provided to the Mayor to approve unilaterally or to bring to the full City Council for approval of at least three Council Members. Requests that provide insufficient information will not be considered

8

for recognition until such time as sufficient information is available to provide the Council with a basis to make a decision.

Recurring and Significant Items

There are a number of items which occur with some frequency which can be easily generated by staff without approaching the Mayor or Council for approval. A list of these items is attached to this Policy as Exhibit 1.

Communication

The "Recurring and Significant Recognition Items" list (Exhibit 1) and City Council Agenda will serve as notification for presentation of recognition items. Staff will notify Council Members of all other recognition items, including items that will be presented outside of a regular Council meeting, via email, memo, or telephone.

EXHIBIT 1

Recurring and Significant Recognition Items

The Chief Administrative Office will generate the recognition items listed below that are recurrent and significant in nature, such as Rideshare Week, Fire Service Day and others, which recur on a quarterly, semi-annual, annual, or other regular basis. This is intended to streamline administrative processes by ensuring that recurrent recognition items, which have been approved and agendized in the past, are automatically agendized without returning for advance Council approval.

The recognition items on this exhibit may be modified at any time, upon approval of at least three members of the City Council or approval of the Mayor.

The following is a list of proclamations and commendations that have recurred annually or quarterly in the four years prior to the formulation of this policy (2000-2004):

Proclamations:

- Breast Cancer Awareness Month
- California Bicycle Commute Month
- Cultural Diversity Week
- Culver City Rock and Mineral Club Weekend
- Culver City Garden Club Weekend
- Disability Awareness Month
- Earth Day
- Fiesta La Ballona Week
- Fire Prevention Week
- National Family Month
- National Public Works Week
- Older Americans Month
- Peace Officers Memorial Day
- Quarterly Employee Service Award
- Rideshare Week

Commendations:

- Annual commendation for service to the Culver City disabled community
- Culver City Municipal Bus Lines "Operator of the Year"
- "Senior Citizen of the Year"
- Sister City visitors

Certificates

- Annual certificates to exchange students

ADJOURNED REGULAR MEETING OF THE
CITY COUNCIL, CITY OF CULVER CITY,
CALIFORNIA

November 5, 2007
7:15 P.M.

Call to Order & Roll Call

The meeting of the City Council was called to order at 7:15 P.M.

Present: Alan Corlin, Mayor
Carol A. Gross, Vice Mayor
D. Scott Malsin, Councilmember
Steven J. Rose, Councilmember
Gary Silbiger, Councilmember

November 5, 2007

Action Items

Item A-1

**Discussion of and Possible Alterations to the City Council
Policy on City Council Recognition.**

Staff provided a summary of the material of record.

Discussion ensued regarding the merits of certain proclamations and alternative policies for approving proclamations. Further discussion included: time taken away from other Council business; complaints of multiple proclamations for single events; difficult determinations; and the possibility of the agenda subcommittee working with staff on future proclamations.

MOVED BY COUNCILMEMBER GROSS AND SECONDED BY COUNCILMEMBER MALSIN, THAT THE CITY COUNCIL DIRECT THAT THE AGENDA SUBCOMMITTEE CONSIDER THE CURRENT PROCESS FOR COUNCIL RECOGNITION ITEMS AND RETURN WITH A RECOMMENDATION IN THE NEAR FUTURE.

AYES: Councilmembers Gross, Malsin, Rose, Corlin
NOES: Councilmember Silbiger
ABSTAIN: None
ABSENT: None

Attachment 2

CHARTER OF THE CITY OF CULVER CITY CALIFORNIA

Approved by the voters on April 11, 2006, effective July 1, 2006

CHARTER OF THE CITY OF CULVER CITY

SECTION 606. MAYOR AND VICE MAYOR.

Immediately following the certification of election results for any general or special municipal election at which Council Members are elected and at the second meeting in April in odd numbered years, the City Council shall elect one of its members as its presiding officer, who shall have the title of Mayor and one of its members as Vice Mayor. Both shall serve at the pleasure of the City Council.

The Mayor shall have a voice and a vote in all City Council proceedings, shall be the official head of the City for all ceremonial purposes, and shall perform such other duties as may be prescribed by this Charter or as may be imposed by the City Council consistent with the office of Mayor. The Vice Mayor shall perform the duties of the Mayor during the absence or incapacity of the Mayor.

A Council Member who has held the office of Mayor or Vice Mayor for one year shall not be eligible for reelection to that same office until one year has elapsed.

CHAPTER 1.03: CITY STANDARDS

§ 1.03.006 USE OF OFFICIAL CITY SEAL.

A. The City Clerk shall be the custodian of the City Seal described in § 1.03.005. The City Clerk, City Manager and/or designee shall be authorized to use the City Seal on any resolution, proclamation, certificate or other instrument approved by the City Council or executed by the Mayor.

B. Except upon the approval of City Council, it shall be unlawful to use the City Seal, or any copy, facsimile, imitation or reproduction thereof, for any private or commercial purpose, including but not limited to:

1. Placing the City Seal, or any copy, facsimile, imitation or reproduction thereof, on any written or printed material that is designed, calculated, intended, or likely to confuse, deceive or mislead the public, or to cause the reader of such written or printed material to believe it to be an official City publication.

2. Placing the City Seal, or any copy, facsimile, imitation or reproduction thereof, on any written or printed material in favor of or against any ballot measure, or in favor of or against any candidate for public office.

3. Using the City Seal, or any copy, facsimile, imitation or reproduction thereof, on any letterhead, document, badge, circular, envelope or other disseminated material, except for official City business.

(Ord. No. 2007-009 § 1; Ord. No. 2008-002 § 6 (part))