



# City of Culver City

Mike Balkman  
Council Chambers  
9770 Culver Blvd.  
Culver City, CA 90232  
(310) 253-5851

## Staff Report Details (With Text)

**File #:** 18-0595 **Version:** 1 **Name:** Posters for Businesses  
Posters for Businesses  
**Type:** Minute Order **Status:** Action Item  
**File created:** 12/1/2017 **In control:** City Council Meeting Agenda  
**On agenda:** 12/11/2017 **Final action:**  
**Title:** CC - (1) Discussion of the Selection and Distribution of Posters Relating to Inclusiveness and Culver City being a City of Kindness; (2) Authorization to Use City Seal or Logo on the Posters; and (3) Direction to the City Manager as Deemed Appropriate.  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. 17-12-11 ATT Resolution No. 2016-R099.pdf, 2. 17-12-11 ATT 2016-2021 Strategic Plan Goal 6.pdf, 3. 17-12-11 ATT Culver City Leg. and Policy Platform 2017-2019 Excerpt.pdf, 4. 17-12-11 ATT Resolution No. 2017-R014.pdf, 5. 17-12-11 ATT Resolution No. 2017-R025.pdf, 6. 17-12-11 ATT Posters.pdf

Date	Ver.	Action By	Action	Result
12/11/2017	1	City Council Meeting Agenda		

**CC - (1) Discussion of the Selection and Distribution of Posters Relating to Inclusiveness and Culver City being a City of Kindness; (2) Authorization to Use City Seal or Logo on the Posters; and (3) Direction to the City Manager as Deemed Appropriate.**

**Meeting Date:** December 11, 2017

**Contact Person/Dept:** Shelly Wolfberg/City Manager's Office

**Phone Number:** (310) 253-6008

**Fiscal Impact:** Yes ☒ No ☐ **General Fund:** Yes ☒ No ☐

**Public Hearing:** ☐ **Action Item:** ☒ **Attachments:** ☒

**Commission Action Required:** Yes ☐ No ☒ **Date:**

**Public Notification:** (E-Mail) Meetings and Agendas - City Council (12/06/17);

**Department Approval:** John M. Nachbar, City Manager (12/05/17)

### RECOMMENDATION

Staff recommends the City Council (1) discuss the creation and distribution of poster(s) to condemn hate which can be provided to Culver City businesses; (2) consider the authorization of the City seal

and/or logo for use on the poster(s); and (3) provide direction to the City Manager as deemed appropriate.

## **BACKGROUND/DISCUSSION**

On October 24, 2016, the City Council adopted Resolution 2016-R099: “A Resolution of the City Council of the City of Culver City, California, condemning violence and hate speech, expressing solidarity with Muslims and all those targeted for their ethnicity, race, religion or sexual orientation.” (Attachment 1)

On November 14, 2016, the City Council adopted its Strategic Plan for Fiscal Year 2016-17 to Fiscal Year 2020-21. One of the Strategic Plan Goals is Goal #6 to “Enhance Culver City’s Reputation as a City of Kindness”. This Strategic Plan’s Objectives are as follows: (1) Define what it means to be a City of Kindness; (2) Implement a Kindness Strategy within City government; (3) Conduct Outreach to Schools, Organizations, and Businesses about Kindness; and (4) Become a City of Kindness. (Attachment 2)

On December 12, 2016, the City Council adopted the Culver City Legislative and Policy Platform (“Platform”). The Platform provides a framework for the City of Culver City’s legislative program and policy positions. The City’s Platform is the foundation of a focused advocacy strategy and serves as a reference guide for legislative and policy positions and objectives that provide direction for the City Council and staff throughout the year. One of the Policy Statements pertains to the goals of supporting positive efforts pertaining to Civil and Human Rights. (Attachment 3)

On February 27, 2017, the City Council adopted Resolution 2017-R014: “A Resolution of the City Council of the City of Culver City, California, Supporting SB 54, The California Values Act.” (Attachment 4). On March 27, 2017, the City Council adopted Resolution No. 2017-R025: “A Resolution of the City Council of the City of Culver City, California, declaring Culver City, to be a Sanctuary City for all its residents regardless of immigration status.” (Attachment 5)

On November 6, 2017, Mayor Cooper “discussed the establishment of the City of Kindness program in Culver City; presented posters that are displayed in stores throughout Oakland; and received City Council consensus to agendize a discussion of distributing similar posters throughout Culver City as a reminder that Culver City is inclusive and all are welcome.”

Mayor Cooper has provided the proposed posters (Attachment 6) to staff for this report. Staff recommends that posters be placed at a central location in City Hall for pick up and copies be made available to the Chamber of Commerce and the Culver City Downtown Business Association for distribution. If the City Council determines to move forward with this project, in order to identify the posters as City authorized, staff recommends the City Council discuss the placement of the City logo or seal on the posters.

## **FISCAL ANALYSIS**

It is estimated that the design and printing of the posters will cost approximately \$700 for 400 19”x13” posters for businesses to display in their windows.

## ATTACHMENTS

1. 2017-12-11 - ATT Resolution No. 2016-R099
2. 2017-12-11 - ATT Strategic Plan Goal No. 6
3. 2017-12-11 - ATT Excerpt from 2017-2019 Legislative Policy Platform
4. 2017-12-11 - ATT Resolution No. 2017-R014
5. 2017-12-11 - ATT Resolution No. 2017-R025
6. 2017-12-11 - ATT Posters

## MOTION

That the City Council:

1. Discuss the City's issuance of the proposed poster(s) and, if deemed appropriate, authorize the creation of such poster(s) to be made available to Culver City businesses; and
2. If the posters are approved, authorize the use of the City seal or logo on the posters; and/or
3. Provide alternate direction to the City Manager as deemed appropriate.