CITY OF CARSON

Legislation Details (With Text)

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Title:	CONSIDER RESOLUTION NO. 20-079, AMENDING THE 2019-2020 BUDGET IN THE AMOUNT OF $25,000 FOR THE PURPOSE OF ADVERTISING A COMMUNITY AWARENESS PROGRAM FOR CARSON RESIDENTS AND BUSINESSES REGARDING COVID-19 INITIATIVES (CITY COUNCIL)			
Sponsors:				
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Attachments:	1. RESO NO 20-079			

Date	Ver.	Action By	Action	Result
5/19/2020	1	City Council		

Report to Mayor and City Council

Tuesday, May 19, 2020
Discussion

SUBJECT:

CONSIDER RESOLUTION NO. 20-079, AMENDING THE 2019-2020 BUDGET IN THE AMOUNT OF $25,000 FOR THE PURPOSE OF ADVERTISING A COMMUNITY AWARENESS PROGRAM FOR CARSON RESIDENTS AND BUSINESSES REGARDING COVID-19 INITIATIVES (CITY COUNCIL)

I. SUMMARY

On April 28, 2020, at the Mayor's request, the Disaster Council approved the use of $25,000.00 for a community awareness advertising and public services announcement program for Carson residents and businesses to efficiently and effectively inform both of COVID-19 updates and city initiatives.

II. RECOMMENDATION

APPROVE Resolution No. 20-079, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON AMENDING THE 2019-2020 BUDGET IN THE AMOUNT OF $25,000 FOR THE PURPOSE OF A COMMUNITY AWARENESS ADVERTISING AND PUBLIC SERVICE ANNOUNCEMENT PROGRAM.

III. ALTERNATIVES

TAKE another action the Council deems appropriate.

IV. BACKGROUND

COVID-19 has generated the need to efficiently and effectively communicate to Carson residents and businesses with up-to-date information regarding COVID-19 City initiatives.

V. FISCAL IMPACT

$25,000 from the City's General Fund would be appropriated to provide a community awareness advertising and public service announcement program in in local media.

VI. EXHIBITS

1. Resolution No. 20-079 (pgs. 3-4)

Prepared by: City Manager's Office