



CITY OF CARSON

Legislation Text

File #: 2017-340, Version: 1

Report to Mayor and City Council

Tuesday, May 02, 2017

Consent

SUBJECT:

CONSIDER RESOLUTION NO. 17-060, "A RESOLUTION OF THE CARSON CITY COUNCIL AMENDING THE FISCAL YEAR 2016-17 BUDGET IN THE GENERAL FUND BY APPROPRIATING \$24,999 FOR CONTRACT SERVICES WITH JASMYNE CANNICK." (CITY COUNCIL)

I. SUMMARY

There is an increased amount of infrastructure and economic development activities in the Carson community including but not limited to; the update to the EIR for the 157 - acre property as part of the requirements of the Macerich fashion outlet retail center project, the construction of housing for military veterans, the 50th Anniversary celebration activities, the Chargers relocation to the StubHub Center and coordinating with the Carson Community Foundation on the City's entry of a rose float into the 2018 Tournament of Roses Parade. To ensure public awareness and optimize citizen outreach regarding these important activities, the City staff needs the assistance of a professional media consultant. Since the cost of the service is not in the current year's budget, Council's appropriation of \$24,999 is being requested.

II. RECOMMENDATION

CONSIDER adopting Resolution No. 17-060, "A RESOLUTION OF THE CARSON CITY COUNCIL AMENDING THE FISCAL YEAR 2016-17 BUDGET IN THE GENERAL FUND BY APPROPRIATING \$24,999 FOR CONTRACT SERVICES WITH JASMYNE CANNICK."

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III. ALTERNATIVES

PROVIDE alternative direction.

IV. BACKGROUND

With the loss of the Carson Redevelopment Agency, the City reduced a number of employees beginning in 2012. This included the reduction of the Public Information staff, resulting in the loss of the Public Information Manager, one Graphic Designer and the Division Secretary. The FEIR for the Boulevards project requires a robust public information program when the project gets underway. With the expected approval of the Macerich Fashion Outlet Mall on a part of the site, plus other developments being considered on the 157-acre site, it is time to begin the public information program.

Recognizing that the City's current budget deficit does not support additional staff on a permanent basis, staff is requesting the approval of a professional service agreement with media consultant Jasmyne Cannick to increase media awareness and optimize public outreach regarding these important City projects and other activities. The media consultant will supplement the services being provided by the Public Information office as press liaison and community outreach coordinator.

V. FISCAL IMPACT

Funds for the contractual service with the media consultant are not included in the current general fund budget. If Council approves staff recommendation, the \$24,999 will be appropriated in the City Manager account no. 01-50-010-001-6004 from the committed general fund balance for economic uncertainties. Staff is recommending that \$10,000 of this allocation be reimbursed from the Carson Reclamation Authority. The Authority will need to take a separate action on this request. As reported at the March 21, 2017 meeting, the balance of this account is estimated at \$12,833,162 at the end of fiscal year 2016/17.

VI. EXHIBITS

1. Resolution No. 17-060 "A RESOLUTION OF THE CARSON CITY COUNCIL AMENDING THE FISCAL YEAR 2016-17 BUDGET IN THE GENERAL FUND BY APPROPRIATING \$24,999 FOR CONTRACT SERVICES WITH JASMYNE CANNICK." (pgs. 3-4)
2. Agreement for contract Services between the City of Carson and Jasmyne Cannick. (pgs. 5-27)

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