



CITY OF CARSON

Legislation Text

File #: 2020-271, Version: 1

Report to Mayor and City Council

Tuesday, May 05, 2020

Consent

SUBJECT:

CONSIDER RESOLUTION NO. 20-079, AMENDING THE 2019-2020 BUDGET IN THE AMOUNT OF \$25,000 FOR THE PURPOSE OF AN ADVERTISING PROGRAM THAT INCLUDES DESIGN WORK, NEWSPAPER ADVERTISEMENTS AND PUBLIC SERVICE ANNOUNCEMENTS TO DISSIMENATE TO THE CITY OF CARSON REGARDING COVID-19 NEWS (CITY COUNCIL)

I. SUMMARY

On April 28, 2020, at the Mayor's request, the Disaster Council approved the use of \$25,000.00 for advertising, PSAs and design work to efficiently and effectively inform Carson residents of COVID-19 updates and city initiatives.

Staff will produce a comprehensive plan to advertise materials that will be executed upon updated news and events.

The goal is that the culmination of this effort allows staff to create, print and publish original content highlighting urgent and ongoing COVID-19 news, programs, and resources to Carson residents and businesses.

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 AN ADVERTISING PROGRAM THAT INCLUDES DESIGN WORK, NEWSPAPER ADVERTISEMENTS AND PUBLIC SERVICE ANNOUNCEMENTS TO DISSIMENTATE TO THE CITY OF CARSON REGARDING COVID-19 NEWS.

III. ALTERNATIVES

TAKE another action the Council deems appropriate.

IV. BACKGROUND

COVID-19 has generated the need to provide up to date information to our constituents in a manner that allows staff to create and circulate professional subject matter quickly. The additional funding will allow for an advertising program that includes design work, newspaper advertisements, public service announcements and other services.

V. FISCAL IMPACT

\$25,000 from the City's General Fund would be allocated to provide a more comprehensive advertising program.

VI. EXHIBITS

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

Prepared by: David C. Roberts, Jr., Assistant City Manager