



CITY OF CARSON

Legislation Text

File #: 2020-338, Version: 1

Report to Mayor and City Council

Tuesday, June 02, 2020

Consent

SUBJECT:

CONSIDER RESOLUTION NO. 20-079, AMENDING THE 2019-2020 BUDGET IN THE AMOUNT OF \$25,000 FOR THE PURPOSE OF A COMMUNITY AWARENESS ADVERTISING AND PUBLIC SERVICE ANNOUNCEMENT PROGRAM IN SUPPORT OF INDEPENDENT AND MINORITY OWNED PUBLICATIONS FOR PRINT MEDIA DESIGNED BY THE CITY OF CARSON PUBLIC INFORMATION OFFICE THAT CAN BE PUT INTO LOCAL PUBLICATIONS SUCH AS NEWSPAPERS, MAGAZINES, BULLETINS AND/OR NEWSLETTERS THAT ARE DISTRIBUTED TO THE GENERAL PUBLIC AT NO CHARGE, FOR 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, CALIFORNIA AMENDING THE 2019-2020 BUDGET IN THE AMOUNT OF \$25,000 FOR THE PURPOSE OF A COMMUNITY AWARENESS ADVERTISING AND PUBLIC SERVICE ANNOUNCEMENT PROGRAM IN SUPPORT OF INDEPENDENT AND MINORITY OWNED PUBLICATIONS FOR PRINT MEDIA DESIGNED BY THE CITY OF CARSON PUBLIC INFORMATION OFFICE THAT CAN BE PUT INTO LOCAL PUBLICATIONS SUCH AS NEWSPAPERS, MAGAZINES, BULLETINS AND/OR NEWSLETTERS THAT ARE DISTRIBUTED TO THE GENERAL PUBLIC AT NO CHARGE, FOR RESIDENTS AND BUSINESSES REGARDING COVID-19 INITIATIVES.

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