

Agenda Report

January 25, 2010

TO: HONORABLE MAYOR AND CITY COUNCIL
THROUGH: LEGISLATIVE POLICY COMMITTEE (January 20, 2010)
FROM: CITY MANAGER
SUBJECT: ADVISORY BODIES MEMBERS IDENTIFICATION POLICY

RECOMMENDATION:

It is recommended that the City Council adopt a policy whereby name tags are provided to appointees to City sponsored advisory bodies as requested.

BACKGROUND:

City Councilmembers, when recommending or nominating persons to serve on city advisory bodies, seek outstanding individuals whose commitment and talents contribute to the purposes and functions of the advisory body and who reflect the ethnic, geographic and gender diversity of the city. It is important to the City that these advisory board members can be publicly recognized. It is the tasks of these appointed members to not only study project/policies while allowing the public to give their testimony, but to also be available on various occasions and in various locations to receive comments and attest their responsibility for making informed and thoughtful recommendations to the City Council.

In order to insure that these valued volunteers can be publicly recognized and identified, not only during their time of their publicly noticed meetings but also on other occasions where they represent the interest of their advisory body (i.e., meetings, conferences, presentations, social gatherings, etc.). Current practice is to issue business cards to the chairperson of an advisory body. This has created some concern for those members who are not the chairperson but would still like to have business cards. An alternative is to issue city name tags to commissioners as requested. Issuing name tags to commissioners would

provide personal identification on those occasions when it is needed. Recently city staff has begun wearing metal name tags at community events in effort to be more visible to the public as well as identify their role.

There has been a request by some advisory body members to be issued name tags or business cards so they can also be visible at community events where their presence would be valuable to those in attendance. Since business cards are only visible if distributed to others, the issuance of name tags would more appropriately identify advisory body members to the general public and negate any perceived need for business cards. The name tags are a more efficient way to identify advisory body members than the use of business cards which could be incorrectly interpreted as representing city employees.

Staff proposes that the attractive metal name tags, containing the embossed city seal, currently issued to designated city employees be issued to advisory body members who are actively involved in community affairs where they represent their respective advisory body. The name tags utilize magnet fasteners, are very durable and won't damage clothing. Each member would be encouraged to wear their name tag when conducting advisory body duties and upon conclusion of a member's term the name tag would be encased in lucite or acrylic as a gift/memento to the member for their public service. The new practice would completely eliminate the issuance of business cards to advisory body members. Business cards issuance would be limited to the City Council and designated city employees.

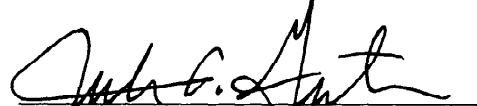
COUNCIL POLICY CONSIDERATION:

Approval of the subject recommendation is consistent with the furtherance of the purposes and functions of the respective advisory bodies set forth in the Pasadena Municipal Code Article III. Advisory Bodies, Commissions and Committees Created by City Council to garner citizen input through appointed advisory body members who reflect the ethnic, geographic and gender diversity of the city.

FISCAL IMPACT:

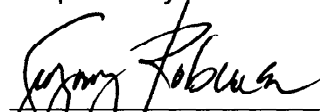
The cost of a name tag is approximately \$45 (\$9 production, \$36 encasement) for each for the 282 advisory body member seats for an estimated maximum amount of \$12,690. The cost associated with each advisory body will be charged to the operating budget of the responsible department as needed.

Respectfully submitted,

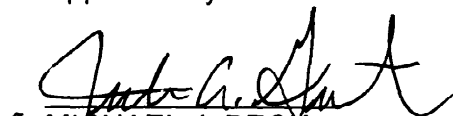


JULIE A. GUTIERREZ
Assistant City Manager
City Manager

Prepared by:


GREGORY ROBINSON
Assistant to the City Manager

Approved by:


MICHAEAL J. BECK
City Manager