



City of Carson

Report to Mayor and City Council

November 6, 2013
New Business Discussion

SUBJECT: INTRODUCE ORDINANCE NO. 13-1524 AMENDING THE MUNICIPAL CODE PROVISIONS REGARDING PUBLIC RELATIONS COMMISSION MEMBERSHIP REQUIREMENTS

Jacquelyn Acosta
Submitted by William W. Wynder
City Attorney

Jacquelyn Acosta
Approved by Jacquelyn Acosta
Acting City Manager

I. SUMMARY

This matter is on the agenda at the request of Mayor Dear.

The Public Relations Commission has historically been comprised of a mix of at-large members and members who must be public relations professionals. Past practice is that the public relations professionals could be non-residents. However, past practice has been inconsistent with the requirements of the Municipal Code. To bring the code into compliance with "past practice," the City Council is asked to consider introduction of the attached ordinance.

Draft Ordinance No. 13-1524 was first on the agenda on June 18, 2013. During that meeting the City Council took no action to adopt the ordinance (Exhibit Nos. 1 and 2). Mayor Dear is asking the Council to introduce the attached ordinance or it will be necessary to change the City's current practice of making commission appointments.

II. RECOMMENDATION

WAIVE further reading and INTRODUCE Ordinance No. 13-1524, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, AMENDING THE CARSON MUNICIPAL CODE REGARDING THE COMPOSITION AND QUALIFICATIONS OF THE MEMBERS OF THE PUBLIC RELATIONS COMMISSION"

III. ALTERNATIVES

1. CONSIDER modifications to the draft ordinance.
2. TAKE any other action the City Council deems appropriate consistent with the requirements of law.

ORDINANCE NO. 13-1524

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, AMENDING THE CARSON MUNICIPAL CODE REGARDING THE COMPOSITION AND QUALIFICATIONS OF THE MEMBERS OF THE PUBLIC RELATIONS COMMISSION

NOW, THEREFORE, the CITY COUNCIL of the CITY of CARSON, CALIFORNIA, does hereby ordain as follows:

SECTION 1. The first sentence of Section 27105.2 of the Carson Municipal Code is amended, in part, to read as follows: "The Public Relations Commission shall consist of nine (9) members, ~~each of whom shall have the qualifications hereinafter set forth~~ ***four (4) of whom shall be appointed at large and five (5) of whom shall be public relations professionals, who shall assist the city in developing a public relations statement for the city and a comprehensive community relations plan to enhance positive and proactive publicity for the city of Carson*** (new text, if any, is identified in ***bold & italics***, deleted text, if any, is identified in ~~strike through~~).

SECTION 2. Section 27105.8 of the Carson Municipal Code is amended, in part, to read as follows: "Each member of the Public Relations Commission ~~shall be a resident of the City of Carson~~ ***shall be and remain a resident of, or have a place of employment or business in, the city of Carson***, and be at least eighteen (18) years of age at the time of the member's appointment" (new text, if any, is identified in ***bold & italics***, deleted text, if any, is identified in ~~strike through~~).

SECTION 3. If any section, subsection, sentence, clause, phrase, or portion of this Ordinance is, for any reason, held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council of the city of Carson hereby declares that it would have adopted this Ordinance and each section, subsection, sentence, clause, phrase, or portion thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses, phrases, or portions thereof may be declared invalid or unconstitutional.

SECTION 4. This Ordinance shall be in full force and effect thirty (30) days after its second reading and adoption.

SECTION 5. The City Clerk shall certify to the passage and adoption of this Ordinance by the City Council of the city of Carson and shall cause a summary of this ordinance to be published in accordance with Government Code § 36933.

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EXHIBIT NO. 01

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PASSED, APPROVED and ADOPTED at a regular meeting of the City Council on this
_____ day of November, 2013.

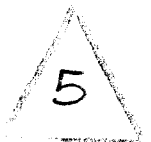
Mayor Jim Dear

ATTEST:

Donesia L. Gause, CMC, City Clerk

APPROVED AS TO FORM:

City Attorney



**ITEM NO. (9) AMEND THE MUNICIPAL CODE PROVISIONS REGARDING PUBLIC
RELATIONS COMMISSION MEMBERSHIP REQUIREMENTS BY
INTRODUCING ORDINANCE NO. 13-1524 (CITY MANAGER)**

RECOMMENDATION for the City Council:

1. WAIVE further reading and INTRODUCE Ordinance No. 13-1524, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, AMENDING THE CARSON MUNICIPAL CODE REGARDING THE COMPOSITION AND QUALIFICATIONS OF THE MEMBERS OF THE PUBLIC RELATIONS COMMISSION."

ACTION: It was moved to allow only residents of the City of Carson to participate and to be considered on the Public Relations Commission on motion of Gipson and seconded by Robles.

During discussion of the motion, Mayor/Agency Chairman/Authority Chairman Dear offered a substitute motion to continue this item until the first meeting in September which was not considered due to lack of a second.

Mayor/Agency Chairman/Authority Chairman Dear referred to Council Item No. 27, Triangle Page 13, Public Relations Commission, Lori Drengson and Sweeney Mae Montinola, Public Relations Specialists, and Jocelyn Rios, Alternate Member No. 1, who would be removed if policy changed to not allow non-residents on the Public Relations Commission.

Call for the Previous Question and End Debate

It was moved to Call for the Previous Question and End Debate on motion of Robles, seconded by Gipson and carried by the following vote:

Ayes: Mayor Pro Tem/Agency Vice Chairman/Authority Vice Chairman Santarina, Council Member/Agency Member/Authority Commissioner Davis-Holmes, Council Member/Agency Member/Authority Commissioner Gipson, and Council Member/Agency Member/Authority Commissioner Robles
Noes: Mayor/Agency Chairman/Authority Chairman Dear
Abstain: None
Absent: None

Vote on Main Motion

The main motion was carried by the following vote:

Ayes: Mayor Pro Tem/Agency Vice Chairman/Authority Vice Chairman Santarina, Council Member/Agency Member/Authority Commissioner Davis-Holmes, Council Member/Agency Member/Authority Commissioner Gipson, and Council Member/Agency Member/Authority Commissioner Robles
Noes: Mayor/Agency Chairman/Authority Chairman Dear
Abstain: None
Absent: None



IV. BACKGROUND

The Public Relations Commission is described in the City's special information directory as:

Consists of nine (9) members, four (4) of the members must be members-at-large and five (5) must be public relations professionals responsible for developing a public relations statement for the City and a comprehensive community relations plan to enhance positive and proactive publicity for the City of Carson. Assists with improving public relations priorities and channels of communication with the local media, community, public institutions and business.

Since its inception, the Public Relations Commission has had some of the public relations specialist positions filled by non-residents, generally people employed and working with companies located in Carson. These appointments have been made by the Mayor and ratified by the City Council.

This has been beneficial to the operation of the Commission and in achieving the City's public relations goals. In order to continue to allow for non-resident members, including some of the currently seated Commissioners, an amendment to section 27105.8 - Membership Qualifications related to the Public Relations Commission is recommended to be adopted to provide for the same language as in the ordinance sections that relate to the Economic Development Commission and the Public Works Commission which allow for members who have a place of employment or business in the City of Carson.

V. FISCAL IMPACT

None as a result of this action.

VI. EXHIBITS

1. Ordinance No. 13-1524. (pgs. 3-4)
2. City Council meeting minutes, June 18, 2013, Item No. 9. (pgs. 5-7)

Prepared by: William Wynder, City Attorney

Document 12

TO: Rev10-14-2013

Reviewed by:

City Clerk	City Treasurer
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City Clerk	City Treasurer
Administrative Services	Public Works
Community Development	Community Services

Action taken by City Council

Date _____ Action _____

Mayor/Agency Chairman/Authority Chairman Dear directed the City Manager to inform Public Relations Commissioners Jocelyn Rios, Lori Drengson, and Sweeney Mae Montinola that they were automatically removed from the Public Relations Commission by virtue of motion passed this evening.