



# City of Carson Report to Mayor and City Council

December 3, 2013  
New Business Consent

**SUBJECT:** REPEAL STANDARD MANAGEMENT PROCEDURE NO. 1.58 RELATED TO THE PREPARATION AND MAILING OF HOLIDAY GREETINGS FROM ELECTED OFFICIALS AND CONSIDER DRAFT COUNCIL POLICY AND PROCEDURE NO. 1.2.02

*Submitted by Jacquelyn Acosta*  
Submitted by Jacquelyn Acosta  
Acting City Manager

*Approved by Jacquelyn Acosta*  
Approved by Jacquelyn Acosta  
Acting City Manager

## I. SUMMARY

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

Tonight Mayor Dear requests the City Council repeal Standard Management Procedure (SMP) No. 1.58 and consider Council Policy and Procedure 1.2.02 (Exhibits Nos. 1 and 2).

## II. RECOMMENDATION

TAKE the following actions:

1. REPEAL Standard Management Procedure 1.58 dated, April 3, 2007.
2. APPROVE proposed Council Policy and Procedure 1.2.02 related to the preparation and mailing of holiday greeting cards and DIRECT staff accordingly.

## III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

## IV. BACKGROUND

On April 3, 2007, the City Council, approved SMP No. 1.58 regarding the purchase and mailing of holiday greeting cards by the City, distributed by elected officials, in accordance with the Fair Political Practices Commission (Exhibit Nos. 3-4).

## V. FISCAL IMPACT

The fiscal impact will depend on the style of card, the number ordered and the number of cards mailed to determine an accurate estimate.

## VI. EXHIBITS

1. Standard Management Procedure No. 1.58. (pgs. 3-4)
2. Proposed Council Policy and Procedure 1.2.02 (pgs. 5-6)
3. City Council Minutes, April 3, 2007, Item No. 2. (pg. 7)
4. City Council Staff Report, April 3, 2007, Item No. 2. (pgs. 8-13)

Prepared by: Lisa Berglund, Principal Administrative Analyst

Document 21

TO: Rev 11-25-2013

Reviewed by:

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

**Action taken by City Council**

Date \_\_\_\_\_ Action \_\_\_\_\_



# CITY OF CARSON

0302  
0377

## POLICY/PROCEDURE

NUMBER: 1.58

ORIGINAL ISSUE:

April 3, 2007

EFFECTIVE:

April 3, 2007

CURRENT ISSUE:

NEW

SUPERSEDES  
N/A

SUBJECT

HOLIDAY GREETING CARDS  
FROM ELECTED OFFICIALS

CATEGORY

CITY COUNCIL POLICY

### I. PURPOSE AND SCOPE

- A. To establish a responsible policy regarding the purchase and mailing of holiday greeting cards by the city with the intent to send warm regards to commissioners, employees, neighborhood activists or others with a connection to the city of Carson.
- B. To establish a single mass mailing list for the sole purpose of mailing one greeting card from the city. It is permissible for the city's holiday greeting card to include the names and titles of all seven elected officials, provided the card meets all legal requirements, including rules concerning mailings which lists the names of the elected officials printed with uniform font, letter size, and color and may not include the elected official's photograph, signature or any other personalization in accordance with the Political Reform Act and all rules and regulations promulgated by the Fair Political Practices Commission (FPPC) Regulation 18901, "Mass Mailing."

### II. GENERAL

- A. The Public Information Office (PIO) shall provide holiday greeting card selection catalogs to the City Council for review. The City Council shall at a public meeting, collectively select and agree on one holiday greeting card design and verse and submit this holiday card selection to PIO.
- B. The City Council must agendaize and approve the expenditure of funds of the selected holiday card, prior to any purchasing, printing or mailing.
- C. The City Manager or his designee shall assign staff to develop a single database, from lists submitted by the elected officials, for the purpose of creating and maintaining a holiday card mass mailing list.
- D. Nothing in this policy shall preclude officials from purchasing and mailing separate holiday cards from their personally at their own expense. Any holiday cards purchased individually must contain the following disclaimer: "Not paid for by public funds." In addition, no city resources may be utilized in conjunction with the purchase, preparation, stamping or mailing of these personal cards.

EXHIBIT NO. 01

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### III. PROCEDURE/POLICY

IT IS HEREBY DECLARED TO BE THE POLICY OF THE CITY COUNCIL THAT:

- A. PIO shall provide the most recent holiday greeting card catalogs to the City Council's office for selection of one holiday greeting card design and verse no later than September 15.
- B. The Elected Officials shall collectively agree on the selection of the one holiday greeting card from the catalogs provided by staff. The Executive Assistant to the City Council will coordinate the selection of the greeting card and ensure that the selected holiday card and verse are submitted to PIO no later than October 1.
- C. In order to establish the original distribution list, the elected officials shall submit their individual mailing lists to the City Manager's office no later than July 1, 2007. Thereafter, new contacts may be submitted to staff on a regular basis. However, to ensure timely mailing of city holiday cards, no contacts should be submitted after November 1. Each elected official shall be limited to no more than 400 names. Duplicate names submitted by elected officials will not be included in the 400 limit.
- D. The selected greeting and setup of the holiday card must be approved as to form by the City Attorney prior to its submittal to the Purchasing Division. The card shall comply with all legal requirements and rules of the FPPC which, at the time of adoption of this SMP, prohibit any photos of or references to elected officials. Names of elected officials may be included in a "roster" where all names are printed in uniform font, letter size, and color. No signatures or other personalization is permitted on any cards.
- E. After the selection and upon approval of expenditure funds, if required, PIO shall submit the greeting card order to the Purchasing Division for delivery to City Hall no later than November 15.
- F. The City Manager or his designee shall assign staff to develop a single database for the purpose of creating and maintaining a holiday greeting card "mass" mailing list. Staff shall also prepare the greeting cards for mailing and deliver to Central Services for postage, at the city's expense, and delivery to the United States Post Office.

### IV. EXCEPTIONS

There shall be no exceptions to this policy, except through direct instructions of the City Council, at a public meeting in compliance with all notice and agenda requirements of the Brown Act.

### V. AUTHORITY

1. City Council Agenda Item No. \_\_\_\_\_ dated \_\_\_\_\_

\_\_\_\_\_  
Jerome G. Groomes  
City Manager

\_\_\_\_\_  
Date





**CITY OF CARSON  
COUNCIL POLICY & PROCEDURE**

1015  
0713

NUMBER: 1.2.02

SUBJECT

ORIGINAL ISSUE:

April 3, 2007

EFFECTIVE:

4/4/2007

HOLIDAY GREETING CARDS  
FROM ELECTED OFFICIALS

CURRENT ISSUE:

April 3, 2007

EFFECTIVE:

4/4/2007

ORIGINATING DEPARTMENT

CITY COUNCIL POLICY

SUPERCEDES:

SMP No. 1.58

**I. PURPOSE AND SCOPE**

A. To establish a policy regarding the purchase and mailing of holiday greeting cards by the City with the intent to send warm regards to commissioners, committeemembers, boardmembers, employees, neighborhood activists or others with a connection to the City of Carson.

B. To establish a single mass mailing list for the sole purpose of mailing one greeting cards from the City. It is permissible for the City's holiday greeting card to include the names and titles of the Mayor and City Council, provided the card meets all legal requirements, including rules concerning mailings which lists the names of the elected officials printed with uniform format, letter size, color and may not include the elected officials's photograph, signature or any other personalization in accordance with the political Reform Act and all rules and regulations promulgated by the Fair Political Practices Act (FPPC) Regulation 18901, "Mass Mailing."

**II. GENERAL**

A. City Staff will order the greeting cards with imprinted names of the Mayor and City Council and mail to all persons on a combined mailing list which has been compiled based on the input from the Mayor and City Council.

B. Staff will include funding for the greeting cards and postage in the City's annual budget.

C. The selected greeting card and set-up of the holiday card must be approved as to form by the City Attorney prior to its submittal to the Purchasing Division. The card shall comply with all legal requirements and rules of the FPPC which, at the time of adoption of this CPP, prohibit any photos of or references to elected officials. Names of elected officials may be included in a "roster" where all names are printed in uniform font, letter size, and color. No signatures or other personalization is permitted on any cards.

**III. PROCEDURE**

City staff is to provide selection catalogs to Mayor and City Council, place the final order and coordinate postage and delivery to the U.S. Post Office at the direction of the City Manager.

**IV. EXCEPTIONS**

There shall be no exceptions to this policy, except through direct instructions of the City Council, at a public meeting in compliance with all notice and agenda requirements of the Brown Act.

**V. BY THE AUTHORITY OF THE CITY COUNCIL, AS APPROVED ON**

12/3/2013

Date

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Agenda Item No.



**ITEM NO. (2)      DRAFT STANDARD MANAGEMENT PROCEDURE (SMP) NO. 1.58:  
HOLIDAY GREETING CARDS FROM ELECTED OFFICIALS (CITY  
MANAGER)**

RECOMMENDATION for the City Council:

1.      APPROVE Standard Management Procedure (SMP) No. 1.58 dated April 3, 2007.

ACTION:      This item was addressed on April 3, 2007.



**EXHIBIT NO. 03**



# City of Carson Report to Mayor and City Council

April 3, 2007  
New Business Consent

**SUBJECT: DRAFT STANDARD MANAGEMENT PROCEDURE (SMP) NO. 1.58: HOLIDAY GREETING CARDS FROM ELECTED OFFICIALS**

Submitted by Jerome G. Groomes  
City Manager

Approved by Jerome G. Groomes  
City Manager

## **I. SUMMARY**

On November 8, 2006, the City Council approved changing the mailing and distribution of holiday greeting cards effective in 2007 (Exhibit No. 1).

Approval of Standard Management Procedure No. 1.58 (Exhibit No. 2) will establish guidelines and procedures regarding the purchase and mailing of holiday greeting cards by the city, distributed by elected officials, in accordance with the City Council action taken at the November 8, 2006 meeting.

## **II. RECOMMENDATION**

**APPROVE** Standard Management Procedure (SMP) No. 158 dated April 3, 2007.

## **III. ALTERNATIVES**

TAKE another action the City Council deems appropriate.

## **IV. BACKGROUND**

On October 9, 2006 (Exhibit No. 3), the City Council approved limiting the mailing of publicly paid for holiday greeting cards to less than 200 per official in accordance with the Fair Political Practices Commission (FPPC) rules of the State of California.

At the November 8, 2006 meeting, the City Council approved sending out one card from the seven elected officials to those on their mailing lists from the city of Carson beginning in 2007. The draft procedure/policy (Exhibit No. 2) states "each elected official shall be limited to no more than 400 names" and that "duplicate names submitted by elected officials will not be included in the 400 limit." The 400 number is being proposed by staff in an effort to minimize the fiscal impact for the purchasing and mailing of the holiday cards.

If approved, SMP No. 1.58 will establish guidelines and procedures for publicly funded holiday cards for the seven elected officials using a "roster" and institute a policy which meets the requirements of the Political Reform Act and all rules and regulations promulgated by the Fair Political Practices Commission Regulation 18901, "Mass Mailing."

# City of Carson

## Report to Mayor and City Council

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### V. FISCAL IMPACT

None.

### VI. EXHIBITS

1. Disposition, November 8, 2006, Disposition, Item No. 24 (pg. 3)
2. Draft Standard Management Procedure No. 1.58 (pgs. 4-5)
3. Disposition, October 9, 2006, Item No. 31 (pg. 6)

C:\mydocuments\04-03-07SMP\Agenda-GreetingCardsFromElectedOfficials

Prepared by: Candace Bohanon, Management Assistant

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Development Services
Economic Development Services	Public Services

### Action taken by City Council

Date _____	Action _____



**ITEM NO. (24)      CONSIDERATION OF POLICY TO ELIMINATE CITY PAID HOLIDAY  
GREETING CARD MAILING AND DISTRIBUTION (CITY MANAGER)**

City Manager Groomes summarized the staff report and recommendation.

RECOMMENDATION for the City Council:

1.      CONSIDER and PROVIDE direction.

ACTION:      It was moved to eliminate city-paid holiday greeting card mailing and distribution from the City Council and City staff on motion of Gipson and seconded by Santarina.

Mayor Dear offered a substitute motion to keep the policy in place and maintain the tradition in the City of Carson for this year and for the next year at the end of 2007, that the City send out one card from the seven elected officials to those on its mailing list from the City of Carson, which was seconded by Williams.

Council Member Williams moved to call for the question and end debate, seconded by Dear and unanimously carried by the following vote:

Ayes:	Mayor Dear, Mayor Pro Tem Ruiz-Raber, Council Member Santarina, Council Member Williams, and Council Member Gipson
Noes:	None
Abstain:	None
Absent:	None

The substitute motion was carried by the following vote:

Ayes:	Mayor Dear, Mayor Pro Tem Ruiz-Raber, and Council Member Williams
Noes:	Council Member Santarina and Council Member Gipson
Abstain:	None
Absent:	None





## CITY OF CARSON

**DRAFT****POLICY/PROCEDURE**

NUMBER: 1.58

SUBJECT

ORIGINAL ISSUE:

EFFECTIVE:

**HOLIDAY GREETING CARDS  
FROM ELECTED OFFICIALS**

April 3, 2007

April 3, 2007

CURRENT ISSUE:

EFFECTIVE:

CATEGORY

NEW

**CITY COUNCIL POLICY**SUPERSEDES  
N/A**I. PURPOSE AND SCOPE**

- A. To establish a responsible policy regarding the purchase and mailing of holiday greeting cards by the city with the intent to send warm regards to commissioners, employees, neighborhood activists or others with a connection to the city of Carson.
- B. To establish a single mass mailing list for the sole purpose of mailing one greeting card from the city. It is permissible for the city's holiday greeting card to include the names and titles of all seven elected officials, provided the card meets all legal requirements, including rules concerning mailings which lists the names of the elected officials printed with uniform font, letter size, and color and may not include the elected official's photograph, signature or any other personalization in accordance with the Political Reform Act and all rules and regulations promulgated by the Fair Political Practices Commission (FPPC) Regulation 18901, "Mass Mailing."

**II. GENERAL**

- A. The Public Information Office (PIO) shall provide holiday greeting card selection catalogs to the City Council for review. The City Council shall at a public meeting, collectively select and agree on one holiday greeting card design and verse and submit this holiday card selection to PIO.
- B. The City Council must agendaize and approve the expenditure of funds of the selected holiday card, prior to any purchasing, printing or mailing.
- C. The City Manager or his designee shall assign staff to develop a single database, from lists submitted by the elected officials, for the purpose of creating and maintaining a holiday card mass mailing list.
- D. Nothing in this policy shall preclude officials from purchasing and mailing separate holiday cards from them personally, at their own expense. Any holiday cards purchased individually must contain the following disclaimer: "Not paid for by public funds." In addition, no city resources may be utilized in conjunction with the purchase, preparation, stamping or mailing of these personal cards.



### III. PROCEDURE/POLICY

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- C. In order to establish the original distribution list, the elected officials shall submit their individual mailing lists to the City Manager's office no later than July 1, 2007. Thereafter, new contacts may be submitted to staff on a regular basis. However, to ensure timely mailing of city holiday cards, no contacts should be submitted after November 1. Each elected official shall be limited to no more than 400 names. Duplicate names submitted by elected officials will not be included in the 400 limit.
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- E. After the selection and upon approval of expenditure funds, if required, PIO shall submit the greeting card order to the Purchasing Division for delivery to City Hall no later than November 15.
- F. The City Manager or his designee shall assign staff to develop a single database for the purpose of creating and maintaining a holiday greeting card "mass" mailing list. Staff shall also prepare the greeting cards for mailing and deliver to Central Services for postage, at the city's expense, and delivery to the United States Post Office.

### IV. EXCEPTIONS

There shall be no exceptions to this policy, except through direct instructions of the City Council, at a public meeting in compliance with all notice and agenda requirements of the Brown Act.

### V. AUTHORITY

1. City Council Agenda Item No. \_\_\_\_\_ dated \_\_\_\_\_

\_\_\_\_\_  
Jerome G. Groomes  
City Manager

\_\_\_\_\_  
Date



**ITEM NO. (31)      CONSIDERATION OF POLICY TO LIMIT CITY PAID HOLIDAY  
GREETING CARD MAILING AND DISTRIBUTION (CITY MANAGER)**

RECOMMENDATION for the City Council:

1.      CONSIDER and PROVIDE direction.

**ACTION:**      It was moved to limit the mailing of publicly paid for holiday greeting cards to less than 200 in accordance with the Fair Political Practices Commission rules of the State of California on motion of Dear, seconded by Williams and unanimously carried by the following vote:

**Ayes:**              Mayor Dear, Mayor Pro Tem Ruiz-Raber, Council Member Williams, and Council Member Gipson  
**Noes:**              None  
**Abstain:**          None  
**Absent:**            Council Member Santarina

