



# City of Carson Report to Mayor and City Council

November 15, 2011  
New Business Consent

**SUBJECT: CONSIDERATION OF RESOLUTION NO. 11-136, SUPPORTING THE EFFORTS OF THE SOUTH BAY AIDS NETWORK, AND CONSIDERATION TO COORDINATE A CARSON WORLD AIDS DAY EVENT**

Submitted by David C. Biggs  
City Manager

Approved by David C. Biggs  
City Manager

## **I. SUMMARY**

This staff report encompasses two requests. First, the City Council is asked to support Resolution No. 11-136, supporting the efforts of the South Bay AIDS Network, as they promote World AIDS Day on December 1, 2011 (Exhibit No. 1). This year the South Bay AIDS Network will host their annual awareness event at the Congresswoman Juanita Millender-McDonald Community Center at Carson (Community Center).

Secondly, Councilman Gipson requests the city of Carson host our own press event in recognition of World AIDS day. The press event would occur at city hall, outside the main entrance. The City Council is asked to take a position on whether to host a separate event recognizing World AIDS Day. This event would require the use of staff time and limited resources.

## **II. RECOMMENDATION**

TAKE the following actions:

1. WAIVE further reading and ADOPT Resolution No. 11-136, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, SUPPORTING THE EFFORTS OF THE SOUTH BAY AIDS NETWORK TO PROMOTE WORLD AIDS DAY.
2. INSTRUCT staff to transmit a copy of the executed resolution to Joanne Silva, Social Services Director, South Bay Family Health Care, 2114 Artesia Blvd, Redondo Beach, CA 90278.
3. CONSIDER authorizing the use of staff time and limited resources to conduct a public awareness event prior to World AIDS Day on December 1, 2011 in Carson.

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**III. ALTERNATIVES**

TAKE another action the City Council deems appropriate.

**IV. BACKGROUND**

World AIDS Day was established on December 1, 1988, to increase awareness, raise funds, fight prejudice, and improve education about HIV and AIDS. In the interest of educating the community, the South Bay AIDS Network continues to host a World AIDS Day event annually.

The South Bay AIDS Network is a collaborative group of local organizations working toward common goals. HIV infection is not a thing of the past, and the goal of the South Bay AIDS Network is to educate the community and reduce the risk of infection. They strive to assess any gaps in service, decrease overlapping services, share resources and information, and raise awareness about the services available for HIV infected individuals and the people who care for them.

World AIDS Day continues to be an important way to celebrate extraordinary advances in medicine, remember those who have passed, and remind people everywhere that the fight against HIV and AIDS is not over. The South Bay ADIS Network will be holding a World AIDS Day event on December 1, 2011 in Carson at the Community Center.

Councilmember Gipson would like the city to host a press event which would take place at city hall, outside the main entrance. It would consist of soft costs such as: the use of a podium microphone, sound system, tables and chairs. Also Public Information staff services such as: public service announcements, flyer design, reproduction services and clerical support. Lastly there is the soft cost of Information Technology staff time to convert the flyer to a file and post on the city website (Exhibit No. 2 and 3). Staff does not recommend allocating funding for hard costs at this time.

**V. FISCAL IMPACT**

Staff does not recommend allocating funding for hard costs at this time because funds for this event were not included in the FY 2011/12 budget. Should the Council decide to allocate funding for hard costs the budget will need to be increased accordingly. Funds should be appropriated from the unreserved, undesignated general fund balance to account no. 01-10-000-003-6008.

**VI. EXHIBITS**

- 1. Resolution No. 11-136. (pgs. 4-5)
- 2. Estimate of soft costs to be absorbed in the FY 2011/12 budget. (pg. 6)
- 3. Estimated costs for PIO Publicity/Outreach/Coverage. (pg. 7)

Document1

Prepared by: Dani Cook, Community Services Coordinator

TO:Rev091911

Reviewed by:

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

**Action taken by City Council**

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

RESOLUTION NO. 11-136

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
CARSON, CALIFORNIA, SUPPORTING THE EFFORTS OF  
THE SOUTH BAY AIDS NETWORK TO PROMOTE WORLD  
AIDS DAY

WHEREAS, the South Bay AIDS Network is a collaborative group of local organizations whose mission is to raise awareness about HIV and AIDS, to exchange information about resources, and to better serve the people of the South Bay through a cooperative effort; and

WHEREAS, the mission of the South Bay AIDS Network is in line with Carson's desire for a healthy and well-educated community; and

WHEREAS, HIV infection is not a thing of the past, and the goal of the South Bay AIDS Network is to educate the community and reduce the risk of infection. They strive to assess any gaps in service, decrease overlapping services, share resources and information, and raise awareness about the services available for HIV infected individuals and the people who care for them

WHEREAS, Carson is host to a diverse population, many of who can benefit from AIDS education, prevention and support programs; and

WHEREAS, there is a need to raise awareness and draw attention to the ongoing prevalence of HIV infection and AIDS, as well as the importance of making healthy choices; and

WHEREAS, World AIDS Day was established on December 1, 1988, to increase awareness, raise funds, fight prejudice, and improve education about HIV and AIDS; and

WHEREAS, World AIDS Day continues to be an important way to celebrate extraordinary advances in medicine, remember those who have passed, and remind people everywhere that the fight against HIV and AIDS is not over; and

WHEREAS, the effort to educate the community is the joint responsibility of city government and dedicated organizations such as the South Bay AIDS Network.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the city of Carson, California, recognize December 1 as World AIDS Day.

[ MORE ]



**PASSED, APPROVED and ADOPTED** this \_\_\_\_ day of November, 2011.

\_\_\_\_\_  
Mayor Jim Dear

ATTEST:

\_\_\_\_\_  
City Clerk Helen S. Kawagoe, MMC

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney



Carson Civic Center  
 3 Civic Plaza Drive  
 Carson, CA 90745  
 310-835-0212

**Confirmation Report**

**Event Name:** World AIDS Day Event Announcement  
**Event Day Date:** 11/28/2011 to 11/28/2011  
**Company:** Cook, Dani  
**Contact:**  
**Contact Phone:**  
**Address:** 801 E. Carson Street  
  
 CarsonCA90745  
**Client Phone:** Ext. 1480

**Event #:** 20620  
**Activity Name:** World AIDS Day Event Announcement  
**Activity Start:** Mon 11/28/2011 4:00PM  
**Activity End:** Mon 11/28/2011 6:00PM  
**Attending:** 50  
**Res. Status:** Hold-Tentative  
**Account #:** Community Services/Ceremony  
**Pymnt Method:**

**Mtg Coordinator:**  
**Category:**  
**Email:**  
**Fax:**  
**Event Memo:**

Room	Room Seating Style
Soka Meditation Garden	Theater

**Activity Memo:**

AV Item	Start	End	Quantity	Price	Extended	
Podium Mic	12:00AM	7:00PM	1	\$50.00	\$50.00	
<b>AV Total:</b>					<b>\$50.00</b>	
Furnishing Item	Start	End	Quantity	Price	Extended	
18" Tables	12:00AM	7:00PM	2	\$11.00	\$22.00	
6' Tables	12:00AM	7:00PM	4	\$11.00	\$44.00	
Chairs-Blue	12:00AM	7:00PM	50	\$1.00	\$50.00	
<b>Furnishing Total:</b>					<b>\$116.00</b>	
Personnel	Start	End	Hrs.	Quantity	Price	Extended
Event Services Worker	4:00PM	6:00PM	2.00	2	\$20.00	\$80.00
<b>Personnel Total:</b>					<b>\$80.00</b>	

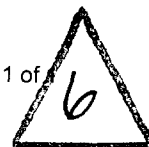
**Room Charges:**  
**Misc Charges:**

**Activity Billing Summary**

Service	Subtotal	Discount	Gratuity	Tax1	Tax2	Tax3	Tax4	ExtPrice
AV Media	\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00
Personnel	\$80.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$80.00
Furnishings	\$116.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$116.00
<b>Grand Total:</b>								<b>\$246.00</b>

**Activity Billing Memo:**

Events booked under 30 days must be paid in full with cash, cashier's check or credit at the time of booking, Cleaning Deposit will not be refunded if there is a cancellation. See Addendum  
 All groups under 21 years of age must pay for L.A. County Sheriffs. See Addendum  
 All FOOD, BEVERAGE & ALCOHOL MUST BE PURCHASED FROM OUR ON-PREMISE CATERER. See Addendum



**Public Information Office**

**Estimated Costs for Publicity/Outreach/Coverage:**

**PIO Staff Time (In-house):**

- |   |        |
|---|--------|
| 1. Production Time for flyers, invitations, programs                    | \$350. |
| 2. PSAs (copywriting, production and distribution)                      | \$150. |
| 3. Clerical support (proofreading, mail prep/distribution of PSAs, etc) | \$150. |

**Coverage (Contract)**

- |  |        |
|--|--------|
| 1. Photographer* (Hourly rate plus proof sheets. Print costs are separate) | \$400  |
| 2. Videographer (optional)   | \$850. |

**Repro Staff Time**

- |             |        |
|-------------|--------|
| 1. Flyers   | \$300. |
| 2. Programs | \$500. |

**Information Services**

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|--|-------|
| 1. Converting files, Posting on the internet | \$50. |
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**Materials (@ 2000 flyers)**

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| 1. Postage (for approx. 550 recipients in PIO directory) | \$242. |
|--|--------|

\*City Photographer covers all City or non-city-sponsored event where Councilmembers are present, for the following purpose:

1. News (Photo) Releases
2. Archiving/Documenting Carson's history

**EXHIBIT NO. 03**

