

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Michael Atkin, Recreation/Community Services Manager

DATE: October 31, 2007 (CC Meeting of November 7, 2007)

SUBJECT: Consider City's 25th Anniversary Commemoration Activities and Resolution Amending the Fiscal Year 2007/08 Budget to Fund the Activities

SUMMARY

Staff has begun planning for the City's 25th Anniversary consistent with City Council approved FY 2007/08 Goals and Objectives (VII.A.21). To move forward, staff is requesting the Council's approval of an Anniversary logo and slogan, and adoption of the attached Resolution amending the budget to appropriate additional funds for anniversary commemoration activities.

DISCUSSION

A staff advisory committee, comprised of the Parks, Recreation and Community Services Department, Administrative Services Department, and the City Manager's Department, has been meeting to plan activities and events to commemorate the City's 25th Anniversary, which takes place in 2008. The City's official anniversary date is July 1, but activities are being planned to take place throughout the 2008 calendar year.

As was done for the City's 20th Anniversary, staff has designed a logo commemorating the 25th Anniversary. Attachment A of this Agenda Report includes the logo recommended by the committee. The slogan created by committee to be used on promotional materials is "Celebrating 25 Years of the Good Life", which is a play off of the City's current marketing slogan of "Moorpark - Life Can Be This Good". Staff is requesting Council's approval of these two items. If approved, the slogan and logo will be used on all City correspondence, promotional materials, and literature distributed during the calendar year of 2008.

Staff plans to incorporate 25th Anniversary theme in all City events and activities. The first event of the calendar year will be Arbor Day, which will be celebrated on March 8. A number of special commemoration activities will be included in our July 3rd Fireworks Event and there are plans for a 25th anniversary soccer tournament. Plans are also being formed for a public event (afternoon or evening), similar to a "State of the City" presentation, along

with commemorative activities at a Council meeting close to July 1 (most likely the second meeting in June). There will also be opportunities to commemorate the 25th Anniversary in the dedication of the Veteran's Memorial, Poindexter Park Expansion and Skatepark, and completion of the Arroyo Vista Recreation Center expansion, all scheduled to be completed in 2008. City staff will work with the Country Days Committee to include Anniversary activities in that event as well.

Included in these aforementioned activities will be refreshments and various commemorative promotional give-away items. The current budget includes \$5,000 for the 25th Anniversary, however; additional funds will be necessary to carry out all of the activities planned. Most of the expenditures will take place in FY 2007/08. Therefore, staff is requesting a budget amendment of \$8,000, bringing the total 25th Anniversary budget to \$13,000. It is recommended that the funds be appropriated from the General Fund Reserve.

STAFF RECOMMENDATION (Roll Call Vote Required)

Approve the 25th Anniversary logo and slogan as recommended in the Agenda Report and adopt Resolution No. 2007-___, appropriating an additional \$8,000 for 25th Anniversary activities.

Attachments: A – Proposed Logos
 B - Resolution No. 2007-___

Attachment A- Proposed Logo



ATTACHMENT B

RESOLUTION NO. 2007-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MOORPARK, CALIFORNIA, AMENDING THE FISCAL YEAR 2007/08 BUDGET TO ALLOCATE \$8,000 FROM THE GENERAL FUND RESERVE BALANCE (1000) TO THE RECREATION EXPENDITURE BUDGET FOR 25TH ANNIVERSARY COMMEMORATION ACTIVITIES

WHEREAS, on June 20, 2007, the City Council adopted the budget for Fiscal year 2007/08; and

WHEREAS, a staff report has been presented to said Council requesting a budget amendment allocating \$8,000 to the Recreation expenditure budget from the General Fund reserve balance for the City's 25th Anniversary Commemoration activities; and

WHEREAS, Exhibit "A" hereof describes said budget amendment and its resultant impact to the budget line item(s).

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MOORPARK DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. A budget amendment allocating \$8,000 to the Recreation expenditure budget as more particularly described in Exhibit "A" attached hereto is hereby approved.

SECTION 2. The City Clerk shall certify to the adoption of this resolution and shall cause a certified resolution to be filed in the book of original resolutions.

PASSED AND ADOPTED this 7th day of November, 2007.

Patrick Hunter, Mayor

ATTEST:

Deborah S. Traffenstedt, City Clerk

Attachment: Exhibit A

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