



**City of Long Beach**  
**Working Together to Serve**

**Memorandum**

**NB-36**

**Date:** March 10, 2020

**To:** Honorable Mayor and Members of the City Council

**From:** Councilwoman Stacy Mungo Flanigan, Fifth District *SM*  
Councilmember Al Austin, Eighth District *al*  
Councilwoman Suzie Price, Third District *SP*

**Subject:** **Special Advertising & Promotions Funding Support for Long Beach Reads One Book**

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**RECOMMENDATION:**

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$1,500, offset by the \$500 of Fifth Council District One-time District Priority Funds, \$500 of Eighth Council District One-time District Priority Funds, and \$500 of Third Council District One-time District Priority Funds transferred from the Citywide Activities Department to provide donations to the Long Beach City College Foundation to support the citywide Long Beach Reads One Book event held on March 19, 2020, at the Long Beach City College Liberal Arts Campus; and,

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$1,500 to offset a transfer to the City Manager Department.

**DISCUSSION:**

Councilwoman Mungo Flanigan would like to join her colleagues in support of the revitalized citywide Long Beach Reads One Book event by contributing to the participating and coordinating nonprofit, Long Beach City College Foundation for things such as the venue costs and author expenses at the LBCC Liberal Arts Campus which will host up to 1,100 residents and provide free entry to all Long Beach students.

Long Beach Reads One Book is back and is encouraging the entire City of Long Beach to read the same book during the month of March 2020, consider and discuss its themes and value, then meet and hear the author at a city-wide event on the campus of Long Beach City College on March 19, 2020.

Long Beach is credited to be the third major U.S. city to establish this community reading program that builds a sense of community and promotes literacy. This citywide event, in partnership with LBCC, is a public relations project calling attention to the City. It will highlight Long Beach's vast and diverse educational institutions and library programs/services and their capabilities to cross collaborate for community-wide initiatives that elevate our City as a hub that promotes literacy and diversity.

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This year's book is the graphic novel memoir by actor/author/activist George Takei entitled "They Called Us Enemy" revealing his experiences as a small child in the Japanese internment camps, later as a leading character on Star Trek as well as his challenging life as a gay Asian American man. During the event, Author Takei will be interviewed about his story and then take questions from the audience.

The book has been vetted by LBUSD for middle school students and beyond for its appropriateness and value in considering themes about American democracy, discrimination, social injustice, family loyalty, and more. This event has been promoted to all LBUSD middle and high schools, with several using it in their classes and coursework materials, along with Long Beach City College, Cal State University Long Beach, as well as Library after school programs, book clubs and more.

As part of the FY 20 Adopted Budget, the City Council allocated \$235,000 of Special Advertising and Promotions Fund Group funds available to be divided equally between the City Council Districts to be used towards SAP-qualified special events or contributions, managed by the Office of Special Events and Filming in the City Manager Department. This recommendation is requesting that \$1,500 split between the Fifth, Eighth, and Third Council District one-time SAP District Priority Funds be allocated for this special event.

This matter has been reviewed by Budget Manager, Grace H. Yoon on March 4, 2020.

### **FISCAL IMPACT**

This recommendation requests the City Manager to provide a contribution to Long Beach City College Foundation for costs associated with the Long Beach Reads One Book. The total appropriation increase in the Special Advertising and Promotion Fund Group in the City Manager Department by \$1,500 will be offset by a decrease of appropriation of \$500 from the Fifth Council District, \$500 from the Eighth Council District, and \$500 from the Third Council District Special Advertising and Promotion Fund Group one-time District Priority Funds in the Citywide Activities Department. The requested action is anticipated to require a minimal level of staff hours beyond the budgeted scope of duties and is expected to have a minimal impact on existing City Council priorities.

### **STATEMENT OF URGENCY:**

This urgent item is being submitted through supplemental agenda to allow for timely funds processing prior to the event on March 19, 2020.



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## REQUEST TO ADD AGENDA ITEM

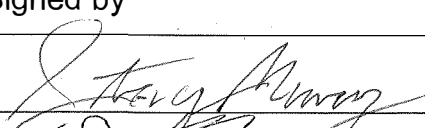
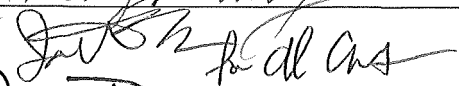
**Date:** March 6, 2020  
**To:** Monique De La Garza, City Clerk  
**From:** Councilwoman Stacy Mungo Flanigan, Fifth District  
Councilmember Al Austin, Eighth District  
Councilwoman Suzie Price, Third District  
**Subject:** **Request to Add Agenda Item to Council Agenda of March 10, 2020**

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Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under New Business via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

***One-Time Use of Boeing Parking Lot for HOLIDAYLIGHT The Nite***

Council District	Authorizing Councilmember	Signed by
Fifth	Stacy Mungo Flanigan	
Eighth	Al Austin	
Third	Suzie Price	