



PARKS, RECREATION AND BEAUTIFICATION STAFF REPORT

TO: Parks, Recreation and Beautification Commissioners

DATE: October 21, 2021

FROM: Kathy Petker, Parks and Recreation Director

PREPARED BY: Kathy Petker, Parks and Recreation Director

SUBJECT: Allocation of Beautification Funds and Selection of Winners for 'Show Us Your Sign Contest'

RECOMMENDATION

Discuss and choose a winner of the 'Show Us Your Sign' Contest and provide recommendations for the expenditure of the street sign sales for beautification projects in the City.

BACKGROUND

The City recently installed new street signs throughout the community and hosted a contest to the public to post pictures of the old signs and how the signs were creatively repurposed. The dated signs were sold for \$20 each and approximately \$16,000 was received. The Commission will be provided with the contest entries and determine a winner for bragging rights.

FISCAL IMPACT

The City received approximately \$16,000 from the sale of the retired City-wide street signs. The funds could be allocated toward beautification efforts, new street trees on W. Grand Avenue, public art including a mural or other artistic piece.

ALTERNATIVES

The Commission has the following alternative to consider:

1. Receive information on the 'Show Us Your Sign Contest' and choose winner of the contest; provide recommendations for expenditure of street sign sales of \$16,000 for beautification project(s) in City.
2. Provide other recommendations to staff.

PUBLIC NOTIFICATION

The agenda was posted in accordance with the Brown Act.

ATTACHMENTS

1. Street Sign Contest entries



CONTESTANT #1



CONTESTANT #2



CONTESTANT #3



CONTESTANT #4

