



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: May 17, 2011
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Subject: Request From Mayor Brucker to Designate Former Mayor Jimmy Delshad as "Goodwill Ambassador"
Attachments: 1. City Council Policy – Designation of Honorary Titles

INTRODUCTION

Through Former Mayor Delshad's leadership, the City of Beverly Hills embarked on several unique initiatives and events that enriched the community and raised the City's profile during his tenure. These included the 'Smart City' initiative, 'Friendly Award' program, signature events and other initiatives which have showcased the City to a worldwide audience.

DISCUSSION

The designation of former Mayor Delshad as the City's 'Goodwill Ambassador' will enhance his credibility in maintaining the visibility of the initiatives launched during his tenure, particularly since former Mayor Delshad continues to receive invitations to address key stakeholders and audiences.

Should the City Council approve this request, the protocols outlined in the Policy adopted by the City Council in 2008 regarding the designation of honorary titles will be followed. This Policy is attached.

FISCAL IMPACT

The fiscal impact extends solely to the printing of business cards for former Mayor Delshad. Business cards can be funded through existing City program budgets, and no other budget expenditures are anticipated as part of this initiative.

RECOMMENDATION

Mayor Brucker has recommended that former Mayor Delshad be designated as the City's 'Goodwill Ambassador' for a one-year term.

Cheryl Friedling
Approved By



Attachment 1



City of Beverly Hills

City Council Policy

Designation of Honorary Titles

I. Purpose:

This policy prescribes the protocol for designating “Honorary” titles on members of the community who provide volunteer services to the City, domestically or internationally.

Policy:

- A. Any resident of the City of Beverly Hills who provides volunteer services to the City where such volunteer services are related to City activities may be eligible to receive an honorary title. The honorary title must relate to the volunteer services that the resident is engaged in and such volunteer services must be related to City activities, events or programs.
- B. The City Council, upon a majority vote, may designate upon such resident an “honorary” title as long as the criteria set forth in paragraph A is satisfied (“Recipient”). The honorary title may be revoked for any reason at any time by a majority of the City Council.
- C. The honorary title is only active for the time in which the Recipient is actively engaged in volunteer services as described above. If the Recipient is no longer engaged in such volunteer services, as is determined by the City in its sole discretion, the honorary title automatically becomes null and void and no action is required by the City Council to render the title void. If the Recipient’s honorary title becomes void or is otherwise revoked by the City Council, the Recipient may no longer use the honorary title, including the use of the title in business cards, stationery and other identifying material, or for any other use.
- D. An honorary title shall be used for identification purposes and for such other legitimate purposes related to the City volunteer activities that the Recipient conducts.
- E. The Recipient has no authority to enter into any contracts with third parties or bind the City in any way, including establishing City policy whether or not such policy is related to the Recipients volunteer activities.
- F. The Recipient is not eligible for, nor shall the Recipient receive, any compensation or reimbursement of expenses.

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- G. The Recipient is not eligible for, nor shall the Recipient receive, any benefits offered to City employees, elected officials, appointed commissioners or other public officials, including but not limited to medical benefits, identification cards, parking permits, etc.
- H. While engaging in activities related to the Recipients volunteer services, the Recipient shall not actively solicit or accept, directly or indirectly, an invitation from any person to meet or attend social activities for a purpose that is not directly related to City activities, events or programs. Nor shall the Recipient, while engaging in activities related to the Recipients volunteer services, use business meetings as an opportunity to promote his/her personal business or private interests.
- I. The Recipient shall not shall disclose or use information not available to members of the general public – and gained by reason of his/her honorary title – for the Recipient’s personal gain or benefit, or for the personal gain/benefit of any other person or business entity.
- J. Official City business cards are provided solely to members of the City Council, City Treasurer, and public officials (including appointed Commissioners and City staff). The Recipient may develop business cards or private stationery as long as the business cards, letterhead and/or stationery (which reflects their honorary title) does not include the Beverly Hills shield or seal, so as not to imply that the Recipient is employed or serve as a public official of the City.
- K. Any letterhead, stationery or business cards developed for use by the Recipient must be approved in advance of printing by the City’s Communications Department.
- L. A Recipient shall be provided a copy of this Policy and shall agree in writing to abide by the terms of the Policy. This Policy shall apply to all persons who have received an honorary title beginning January 1, 2008.