



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** June 21, 2011  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling  
**Subject:** Business Card Template for Persons with Honorary Titles  
**Attachments:** 1) City Council Policy – Designation of Honorary Titles  
2) Proposed Business Card Template Options

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### INTRODUCTION:

The City Council recently approved the designation of the honorary title "Goodwill Ambassador" to former Mayor Jimmy Delshad and previously approved the designation of the honorary title "Cultural Ambassador" to former Mayor MeraLee Goldman pursuant to the City Council policy "Designation of Honorary Titles."

The City Council policy has allowed those with honorary designations to utilize business cards. The policy, however, states that the card should not include the City Shield or City Seal, so as to not imply that the recipient is employed or serves as a public official of the City. Staff is seeking direction from the City Council as to the template design of business cards for those with honorary titles.

### DISCUSSION:

The persons who have been designated with honorary titles are those members of the community who provide and engage in volunteer services to the City, domestically and internationally. As stated above, the Council policy was written to provide parameters on those with honorary titles as to the use of business cards as well as inform those with such titles that they have no authority to bind the City, they cannot establish policy and that they are not entitled to benefits or compensation.

As it relates to business cards, the intent of the policy was two-fold: (1) to emphasize that the person with the honorary title was appropriately credentialed in his or her volunteer activities to bring programs or initiatives to the city; and (2) to ensure that the business card did not

represent that the person with the honorary title was an elected official, employee or policymaker for the City.

The City's "brand print" is the City Shield, which when viewed by a third person (as in a business card or letter, etc.) signifies that the card or other collateral is "official." The policy, however, prohibits the use of the Shield on such material.

Staff requests direction from the City Council as to whether a template should be used for business cards for persons with honorary titles that does not include the City's brand print, yet provides credibility for the cardholder. Staff has worked with the City's Graphics Department to provide some samples as to possible template designs for business cards and seeks direction from the City Council.

Additionally, while staff was reviewing the proposed business card design for former Mayor Delshad, it was noted that former Mayor MeraLee Goldman's card uses the City Shield for her role as Cultural Ambassador. While the Council Policy was adopted after the City Council approved the designation of Cultural Ambassador to former Mayor Goldman (June 17, 2008), the policy was intended to apply to "all persons who received an honorary title beginning January 1, 2008." Accordingly, after receiving the City Council's direction, staff will work with former Mayor Goldman with regard to her business cards.

#### **FISCAL IMPACT**

The only expenditure is the cost of business card design and printing.

#### **RECOMMENDATION**

It is recommended that the City Council provide direction to Staff

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.

# **Attachment 2**

*Beverly Hills*  
*The Smart City™*

**JIMMY DELSHAD**  
Goodwill Ambassador  
*Former Mayor-2007 & 2010*

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