



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: October 15, 2013
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Subject: Request by Councilmember Gold Regarding the Selection Process for Rider Participants for the 2014 Tournament of Roses Parade Float
Attachments:

1. Float Design Rendering Showing Seating for Riders/Participants
2. City Council Policy Regarding the Role of the Mayor

INTRODUCTION

This item is a request by Councilmember Gold to discuss the various options for selecting rider participants for the City's 2014 Tournament of Roses Parade Float.

DISCUSSION

The City of Beverly Hills will celebrate its 100th anniversary of incorporation through several Centennial initiatives, including a float on January 1, 2014 in the Tournament of Roses Parade.

The Centennial Ad Hoc Committee (Chair Dick Rosenzweig, Mayor Mirisch, Vice Mayor Bosse and BHCVB representative Offer Nissenbaum) has met regularly to discuss the City's float entry design and other Centennial initiatives. Additionally, a volunteer committee has been established to support the float efforts, particularly programs which engage the community (residents and families) in the floral application process which occurs during December of 2013.

While the primary discussion has centered on the artistic design of the City's Centennial Float, staff seeks Council direction regarding the process and criteria to be used in selecting the individuals who will ride on the float on Parade day. (The Tournament of Roses allows 10 riders, however the float builder recommends 8 based on the float structure and design). In addition, Tournament guidelines stipulate that individuals must be 12 years of age or older to ride on the float. These individuals will have a once-in-a-lifetime opportunity to represent the City and be seen by millions of viewers around the globe as part of this unique televised event.

The Mayor represents the City at ceremonial events. This is embodied in the City Council Policy Manual section on the role of the Mayor, as follows:

Role of the Mayor

Ceremonial representative

Responsibility to act as the City Council's ceremonial representative at public events and functions has been assigned to the mayor. The mayor is vested with the authority to initiate and execute proclamations. In the mayor's absence, the vice mayor assumes this responsibility. Should both the mayor and vice mayor be absent, the mayor will appoint another councilmember to assume this responsibility.

The policy is included as Attachment No. 2 to this report.

In addition, several other options are offered for review and discussion:

- 1) Lottery: The City can distribute tickets (free or \$1.00 per person) and a random drawing of interested residents can be utilized to determine who rides on the City's float.
- 2) Multi-Generational Representatives of the City: To showcase the Centennial (100 years), one approach is to locate a family or families composed of several generations of long-standing Beverly Hills residents, and to showcase them on the float.
- 3) Students: An art, essay or poetry contest can be developed to select a small group of Beverly Hills students (age 12 or older) to represent the City on the float.
- 4) Noted leaders: A process can be established to select key individuals from the community who have made significant contributions or accomplishments in such areas as historic, civic, cultural or charitable arenas.

FISCAL IMPACT

The Beverly Hills float is fully funded through the Centennial budget, in the Tourism and Marketing Budget, as approved by the City Council.

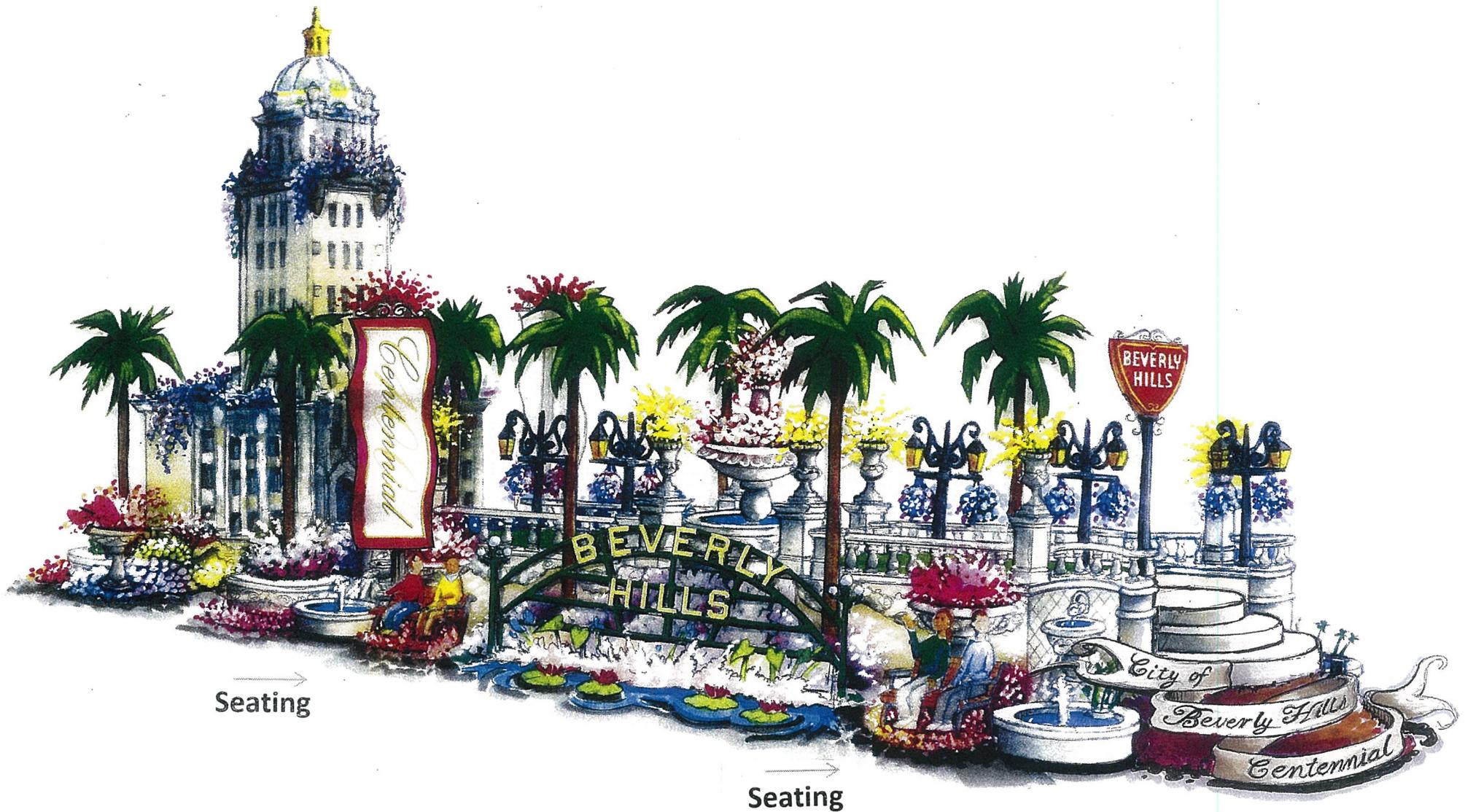
RECOMMENDATION

Staff seeks direction from the City Council.

Cheryl Friedling
Approved By



Attachment 1



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Seating

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Seating

Attachment 2

CHAPTER 4 - Roles and Responsibilities of City Council

Mayor/Vice Mayor Selection and Rotation

The mayor and vice mayor are elected among and by the presiding City Council. Past practice has provided for the transition of the positions to take place annually during the month of March.

Since 1981, the election of the mayor and vice mayor is as follows: The vice mayor position is rotated each year. The vice mayor becomes the mayor (except in the cases where the vice mayor does not run or is not re-elected).

The position of mayor follows a sequence based on (a) election date and (b) order of finish within each election. For instance, the third-place vote recipient in the 1998 election would become mayor before the top vote recipient in the 2000 election. There have been no exceptions made for seniority or for first time vice mayors.

Listing Names of Councilmembers

The order of presenting City councilmember names follows seniority in the order that councilmembers rotate into the position of mayor. The first name listed is the mayor, followed by the vice mayor. Thereafter, councilmember names are by seniority based on their election as noted in the preceding section.

Seating on the Dais

Seating on the dais is within the discretion of the mayor. Notwithstanding, historically, seating on the dais is based on seniority following the rotation established for the position of mayor. Protocol dictates that the vice mayor sits to the right of the mayor. To the left of the mayor, sits the councilmember with the most seniority that would follow the existing vice mayor in the position of vice mayor. To the left of this councilmember, next to the City Attorney, sits the councilmember with the least seniority. The last remaining seat, beside the vice mayor and next to the City Manager, is the councilmember that follows in seniority behind the councilmember sitting to the left of the mayor.

Role of the Mayor

Presiding officer

The mayor serves as the presiding officer and acts as chair at all meetings of the City Council. In this role, the mayor is responsible for maintaining the order and decorum of meetings. The presiding officer shall also maintain control of communications between councilmembers and between the City Council and the public. The mayor may participate in all discussions of the Council in the same manner as any other member. The mayor does not possess any power of veto. The mayor may make or second, unless otherwise delegated by the City Council, any motion. The mayor acts as signatory to all documents requiring Council execution. The mayor is the spokesperson for the Council.

Ceremonial representative

Responsibility to act as the City Council's ceremonial representative at public events and functions has been assigned to the mayor. The mayor is vested with the authority to initiate and execute proclamations. In the mayor's absence, the vice mayor assumes this responsibility.

Should both the mayor and vice mayor be absent, the mayor will appoint another councilmember to assume this responsibility.

Role of the Vice Mayor

In the absence of the mayor, the vice mayor will be the acting mayor and shall assume all functions and duties of the mayor at the public meetings. (1962 Code § 2-3.05)

Role of Councilmembers

City councilmembers are collectively responsible for establishing policy, adopting the annual budget and providing vision and goals to the City Manager. Councilmembers shall request the floor from the presiding officer before speaking. The following briefly outlines a generic list of various duties of City councilmembers.

1. Establish Policy
 - a. Adopt goals and objectives
 - b. Establish priorities for public services
 - c. Approve/amend the operating and capital budgets
 - d. Approve contracts and purchase orders*
 - e. Adopt resolutions
2. Enact Local Laws
 - a. Adopt ordinances
3. Supervise Appointed Officials
 - a. Appoint City Manager, City Clerk and City Attorney
 - b. Evaluate performance of City Manager, City Clerk and City Attorney
 - c. Establish advisory boards and commissions
 - d. Make appointments to advisory bodies
 - e. Provide direction to advisory bodies
4. Provide Public Leadership
 - a. Relate wishes of constituents to promote representative governance
 - b. Mediate conflicting interests while building a consensus
 - c. Call special elections as necessary
 - d. Communicate the City's vision and goals to constituents
 - e. Represent the City's interest at regional, county, state and federal levels
5. Decision-Making
 - a. Study problems
 - b. Review alternatives
 - c. Determine best course of public policy

**Per ordinance 06-O-2504, adopted on September 19, 2006, effective on October 20, 2006, the City Manager has a limit of \$50,000 for normal purchase orders and up to \$100,000 for urgent need purchase orders. The Chief Financial Officer's limit was also revised and is \$50,000 as well. The authority of department heads (all called contracting agents in the ordinance) to approve purchases was revised to \$7,500. All purchase orders over \$10,000 are reported to the City Council on a quarterly basis.*