



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: May 6, 2008
To: Honorable Mayor & City Council
From: Brad Meyerowitz, Recreation Services Manager *BM*
Subject: Designation of Former Mayor MeraLee Goldman as 'Cultural Ambassador' in Support of the City's 'Forum' Program
Attachments:

INTRODUCTION

The Community Millennium Forum Series was founded in 1997 by the Honorable MeraLee Goldman, former Mayor of Beverly Hills. Over a three-year period, 52 speakers were presented to the community and the program was scheduled to conclude at the end of 1999. The series proved so popular that the City Council approved the continuation of the program under a new title - The Beverly Hills Forum.

Under former Mayor Goldman's leadership, the series is now in its 12th year, has featured 93 programs, with over 100 speakers presenting enriching information to the community. Ms. Goldman continues to be the primary contact with all potential speakers for the Forum program.

DISCUSSION

The designation of former Mayor Goldman as the City's 'Cultural Ambassador' will enhance her credibility in negotiating with potential speakers. It should be noted that speakers that participate do not receive any compensation. It is anticipated that with this official designation, Ms. Goldman will have even greater success in securing more renowned dignitaries and celebrities for future Forum programs.

Concurrently, it may be appropriate to direct staff to explore the development of a formal policy regarding the designation of community leaders with new honorary titles. Staff can bring forward recommendations regarding new designations in order to ensure operational accountability. This would also be consistent with policies governing Council members and commission appointments.

FISCAL IMPACT

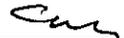
The fiscal impact of this proposal extends primarily to the printing of business cards for Ms. Goldman if provided with the designation as 'Cultural Ambassador.' Producing new

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business cards involves a very limited expenditure and can be funded through an existing City program budget. No other budget expenditures are anticipated as part of this initiative.

RECOMMENDATION

Mayor Brucker has recommended that MeraLee Goldman be given the title of "Cultural Ambassador" for the City of Beverly Hills and that staff explore the development of a policy regarding new honorary appointees.



Steve Miller

Approved By