

CITY COUNCIL AGENDA – MARCH 18, 2014

SUBJECT: REQUEST FOR PROCLAMATION AND PROMOTIONAL DISPLAY IN RIGHT OF WAY – CHILD ABUSE PREVENTION MONTH

SOURCE: ADMINISTRATIVE SERVICES/CITY CLERK DIVISION and COMMUNITY DEVELOPMENT/PLANNING DIVISION

COMMENT: At its meeting of October 1, 2013, the Council amended the process by which proclamations are approved. The new process requires that all proclamations must be sponsored by one Council Member, after which the request is then placed on the Council's agenda for consideration and approval by a majority of the Council.

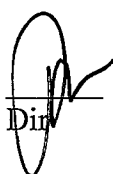
Flor Martinez, representing Central California Family Crisis Center, has requested that the Council consider approval of a proclamation to recognize April 2014 as Child Abuse Prevention Month. Council Member Gurrola is sponsoring this proclamation request. If approved, the proclamation will be presented at the City Council meeting on April 1, 2014.

In addition to the proclamation, the Family Crisis Center is requesting to place Blue Ribbons and Signs along Main Street in the downtown area between Olive Avenue and Morton Avenue to bring additional awareness.

Section 305.10 (a) of the Development Ordinance allows temporary signs for special events. Since these temporary signs will be posted in the public right of way, City Council approval is required. The Council is authorized to include conditions of approval if so desired.

Staff has prepared the following recommended conditions of approval for the Child Abuse Prevention Awareness Month by the Family Crisis Center:

1. The participants shall comply with all applicable Municipal Code and City Ordinances pertaining to pedestrians and traffic.
2. The procession shall be restricted to sidewalk areas along Main Street in the downtown area.
3. The applicants shall be responsible for removal and cleanup of any and all ribbons, balloons, promotional signs and material within 30 days of pasting, posting, noticing, promoting and/or commemorating the April event.


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Item No. 10

4. The applicants shall receive permission from any other utility or public service providers prior to pasting, posting, or attaching any materials on corresponding utility poles or service cabinets.
5. The hours of assembly shall be limited to a one day event.

RECOMMENDATION: That the City Council:

1. Consider approval of the request to proclaim April 2014 as Child Abuse Prevention Month; and
2. Authorize the non-advertising displays commemorating the Child Abuse Awareness month subject to the recommended conditions of approval.

ATTACHMENTS:

1. Proclamation Request
2. Letter of Request to City Council
3. Photo example of promotional material



City of Porterville
REQUEST FOR PROCLAMATION

Date of Request: 3.5.14

Name of Event/Individual: Child Abuse Prevention Month
i.e. "Porterville Tourism Week", "Mr. John Doe"

Name of Sponsoring Organization: Central California Family Crisis Center

Name of Contact Person: Fior Martinez

Address: 770 N. Main St. Porterville CA 93257

Phone: (559) 781-7448 FAX: (559) 793-1544

E-mail: fmartinez@ccfamilycrisis.org

I would like the proclamation: presented at a Council Mtg. mailed call for pick-up

Date(s) of Event: Month of April

Date of Council Meeting to be presented, if applicable: April 1st 2014
(Council meets 1st and 3rd Tuesdays of each month.)

Individual or representative attending Council Meeting to receive proclamation:
Fior Martinez

Please attach a sample of your proclamation, or the pertinent information needed to formulate your proclamation 3-4 weeks in advance. If assistance is needed, or if you need a sample provided, or to return this form, contact:

Office of City Clerk
291 North Main Street
Porterville, CA 93257
(559) 782-7464 / Fax (559) 782-7452

All requests require a sponsorship by a member of the Council prior to being placed on a City Council Agenda for consideration, and are subject to approval by a majority of the Council.

City Clerk's Section

Request Received: 3/5/14 Sponsored by: Gurrola Date: 3/5/14

Approved by Council: yes no Date: _____

Notification to Contact person done (date): _____ in writing by phone

Items (s) mailed _____ faxed _____ picked up _____

Comment: _____

**PROCLAMATION
RECOGNIZING APRIL AS
CHILD ABUSE PREVENTION MONTH**

WHEREAS, child abuse and neglect is a complex and ongoing problem in our society, affecting many children in Porterville; and

WHEREAS, every child is entitled to be loved, cared for, nurtured, feel secure and be free from verbal, sexual, emotional and physical abuse, and neglect; and

WHEREAS, it is the responsibility of every adult who comes in contact with a child to protect that child's inalienable right to a safe and nurturing childhood; and

WHEREAS, Porterville has dedicated individuals and organizations who work daily to counter the problem of child maltreatment and to help parents obtain the assistance they need; and

WHEREAS, our communities are stronger when all citizens become aware of child maltreatment prevention and become involved in supporting parents to raise their children in a safe and nurturing environment; and

WHEREAS, effective child abuse prevention programs succeed because of partnerships among families, social service agencies, schools, religious and civic organizations, law enforcement agencies and the business community; and

WHEREAS, all citizens, community agencies, faith organizations, business will work to increase their efforts to support families; and

NOW THEREFORE, BE IT RESOLVED, that the Porterville City Council hereby proclaims the month of April each year, to be

CHILD ABUSE AND NEGLECT PREVENTION MONTH

The Porterville City Council commends this observance during April each year to the citizens of Porterville.

Dated: , 2014

March 10, 2014

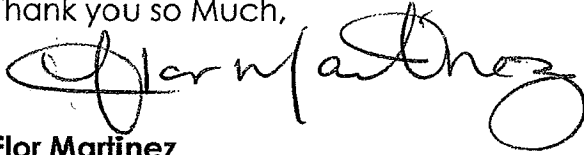
Porterville City Council
291 N. Main St.
Porterville Ca 93257

Dear Porterville City Council,

The Family Crisis Center has been in collaboration with the Tulare County Child Abuse Prevention Council in efforts to bring more awareness and prevention to our community about Child Abuse. April is National Child Abuse Prevention Awareness Month, Symbolized by the Blue Ribbon. For the Month of April we would like to place Blue Ribbons on trees and Signs in the landscape planters that give information on Child Abuse Prevention Services. We would like to place these items along Main Street between Olive Avenue and Morton Avenue beginning April 1st 2014 and removing them on April 30th 2014.

We appreciate all that our community is able to do to take a stand against Child Abuse. Our goal is first to protect children but second to keep families intact. **"It shouldn't hurt to be a child" Be their Voice!!!!**

Thank you so Much,



Flor Martinez
Family Crisis Center
Children Services Coordinator

770 N. Main St
Porterville CA
(559)781-7468
fmartinez@ccfamilycrisis.org

