

CITY OF DANA POINT
AGENDA REPORT

Reviewed By:	
DH	X
CM	X
CA	

DATE: MARCH 23, 2005

TO: CITY MANAGER / HONORABLE MAYOR AND CITY COUNCIL

FROM SHANNA WOLF, MANAGEMENT ANALYST/ YOUTH BOARD ADVISOR

SUBJECT: DANA POINT YOUTH BOARD CITY MOTTO CONTEST

RECOMMENDED ACTIONS:

That City Council approve the Youth Board's recommended Dana Point City Motto Contest project plan as presented in the staff report.

ISSUES:

The City of Dana Point is one of the only cities in south Orange County without an official city motto. Mottos often represent a city's culture, mission statement or desired identity. Should the City hold a City Motto Contest to promote the public's participation with the goal to adopt an official city motto that lends to City of Dana Point's identity?

BACKGROUND:

In January 2005, Mayor Pro Tem Lara Anderson and Council Member Jim Lacy addressed a letter to the Dana Point Youth Board, asking them to consider pursuing a City Motto Contest. The Youth Board approved the recommendation to plan a Dana Point City Motto contest at its February 3, 2005 regular meeting. Youth Board Members Laura Petersen and Rachel Marie Strader sent a letter dated February 17, 2005 to Mayor Pro Tem Anderson and Council Member Lacy, reporting the Board's action to begin planning a Dana Point City Motto project. At this time, the Youth Board would like to share the specific details of the project with City Council, and ask for its approval to begin implementation.

DISCUSSION:

The Youth Board is recommending that each Dana Point resident be allowed to submit one city motto suggestion to the Youth Board on a special form (supporting document A) that will be available to residents on the City's website, in the Dana Point Summer Recreation Guide, at City Hall and at City Council Meetings. The Dana Point Youth

Board will make all possible efforts to advertise this project in the form of submitting press releases to the Dana Point News, posting press releases on the City's website, and announcing the contest at Dana Point City Council, Planning Commission and Youth Board meetings. It is the intention of the Youth Board to include as many people from the Dana Point community in the project as possible by creating a basic marketing plan and time table for the project.

Because the Youth Board envisions involving the entire community in the contest, they do not want to rush the project. The due date for suggestions would be Thursday, June 30, 2005, exactly one week before their first meeting in July 2005. A timeline for the Dana Point City Motto Contest has been drafted as follows:

- April 1, 2005 Distribute approved press release to Dana Point News, post press release and suggestion form (supporting document A) to City website, include suggestion form in summer Recreation Guide and announce contest at City Council, Planning Commission and Youth Board meetings.

- June 30, 2005 Dana Point City Motto Contest suggestion form filing deadline.

- July 7, 2005 Dana Point Youth Board to select its recommended top ten mottos at its regular meeting. Following the meeting, a complete list of all submitted city motto suggestions will be submitted to City Council in the form of an agenda report.

- July 27, 2005 At its Regular Meeting the City Council to decide on a contest winner, based on the Youth Board's top ten motto recommendations.

- August 10, 2005 Dana Point City Motto Contest winner recognized at regular City Council Meeting.

ALTERNATIVE ACTIONS:

Do not approve the recommended project.

FISCAL IMPACT:

None.

SUPPORTING DOCUMENTS:

PAGE:

<u>City Motto Contest Suggestion Form.....</u>	<u>3</u>
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SUPPORTING DOCUMENT A

DANA POINT CITY MOTTO CONTEST:

Presented by the Dana Point Youth Board

About: The City of Dana Point is one of the only cities in south Orange County without an official city motto. Mottos often represent a city’s culture, mission statement or desired identity.

Directions & Rules: One submission is allowed per resident for the contest. Please fill out the form below, and mail, fax, email, or hand deliver the submission form by June 30, 2005. Residents of all ages are welcome to participate.

Examples: San Clemente: “The Spanish Village by the Sea,” Huntington Beach: “Surf City,” Aliso Viejo: “A Place to Live, Work and Play.”

Timeline: Submissions will be due on June 30, 2005. The Dana Point Youth Board will vote on the top ten suggestions at their regular meeting on July 7, 2005. On July 27, 2005, City Council will decide on the best motto for the City of Dana Point. The final winner will be recognized at the August 10, 2005 City Council Meeting.

Name (First and Last): _____

Address:

Phone: _____

Age (optional): _____ **Number of years as a Dana Point resident (optional):** _____

City Motto Suggestion:

Remit Suggestions by mail to:
City of Dana Point
33282 Golden Lantern, Ste. 203
Dana Point, CA 92629
Attn: Shanna Wolf

Remit Suggestions by fax to:
Shanna Wolf at (949) 248-9920

Remit Suggestions by email:
Shanna Wolf at swolf@danapoint.org