



STAFF REPORT

DATE: 09/04/2024
TO: Honorable Mayor and City Council Members
FROM: City Manager's Department

2024-21

REQUEST FOR CITY COUNCIL ACTION

SUBJECT:

REQUEST BY COUNCIL MEMBER DADDARIO TO USE THE CITY LOGO FOR SPONSORSHIP OF A SCHOOL FUNDRAISER

EXECUTIVE SUMMARY:

This staff report seeks Council permission for Council Member Daddario to use the City logo alongside his name on a banner as part of a school sponsorship fundraiser.

RECOMMENDED ACTION:

That the City Council approve Council Member Daddario's request to use the City logo for a school sponsorship fundraiser.

BACKGROUND & HISTORY:

The Corona Municipal Code (CMC) 1.04.170 City Seal-Unlawful Uses states the following:

“It shall be unlawful for any person to make or use the seal of the city, either in its current or prior forms as described in Section 1.04.160 above, or any cut, facsimile or reproduction of the seal, or to make or use any seal or any design which is an imitation of the seal, or of the design thereof, of which may be mistaken for the seal of the city, or the design thereof, for any purpose other than for city purposes without the express consent of the City Council.”

Therefore, use of the City seal, and by extension the City logo, requires Council permission.

ANALYSIS:

The City's logo is a symbol of official municipal representation. Its use is usually restricted to official City documents, communications, and events. However, the Council may grant permission for its use in other contexts where the logo's utilization would be deemed appropriate and beneficial to the City's public image.

As part of the 'Dads All-In' program fundraiser at a local school, Council Member Daddario desires to participate in a banner sponsorship campaign to support the group's initiative. The "Dads All-In" program serves as a platform for dads and/or father figures to get involved in the lives and education of their children. The program positively impacts the lives of children and helps build strong bonds.

Council Member Daddario's sponsorship includes a banner recognition effort. The banner will feature the sponsors' names alongside the logo of the professional organization they represent. So, Councilmember Daddario wishes to have the City's logo displayed.

FINANCIAL IMPACT:

There is no fiscal impact associated with this recommended action

ENVIRONMENTAL ANALYSIS:

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the common sense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action seeks the permission of Council to use the City's logo on a banner, and there is no possibility that approving the recommended action will have a significant effect on the environment. Therefore, no environmental analysis is required.

PREPARED BY: AMINAH MEARS, DPA, ASSISTANT TO THE CITY MANAGER

REVIEWED BY: BRETT CHANNING, ASSISTANT CITY MANAGER

ATTACHMENTS:

1. Exhibit 1 – Future Agenda Item Request