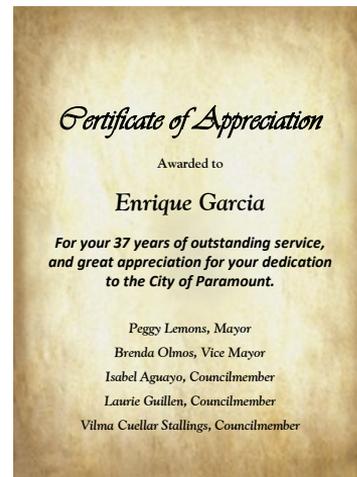
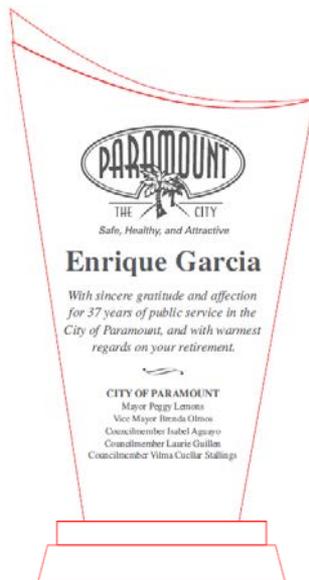




Retiree Recognition Program

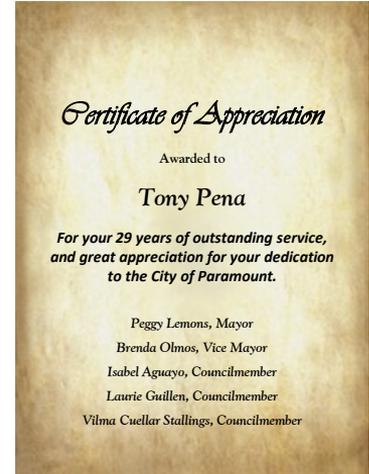
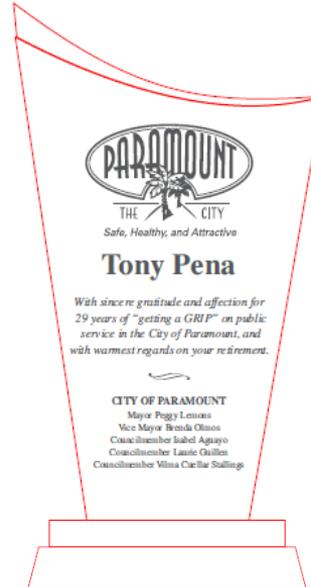
ITEM NO. 1

Enrique Garcia – 37 Years of Service



ITEM NO. 1

Tony Pena – 29 Years of Service

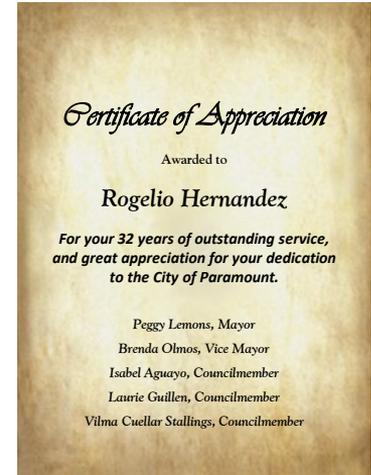
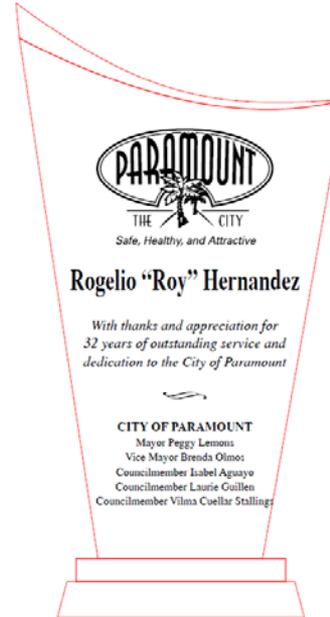
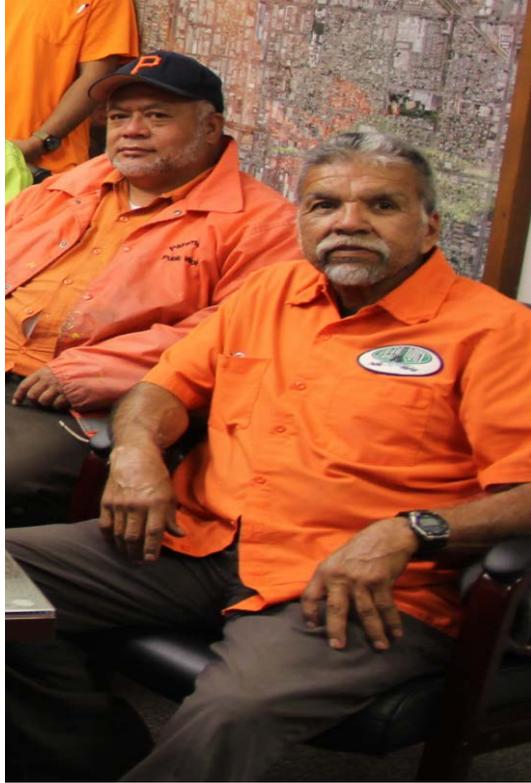


ITEM NO. 1



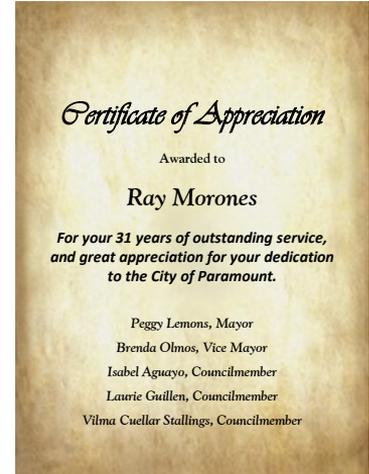
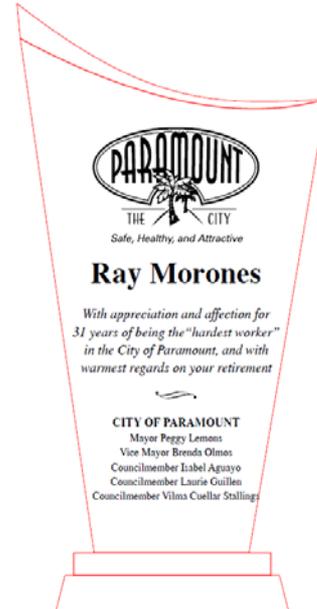
CITY OF PARAMOUNT

Roy Hernandez – 32 Years of Service



ITEM NO. 1

Ray Morones – 31 Years of Service



ITEM NO. 1



Proposed Modifications – 2020 Holiday Special Events

ITEM NO. 2



CITY OF PARAMOUNT

Drive-Through Halloween Festival/Haunted House

- Drive-through event at Paramount Park or Bianchi Theatre
- Similar to mask/food distribution lines
- Themed booths along the vehicle route
- Pre-bagged candy to be given at the end of the route
- Cancel the Haunted House
- Move the event to Friday, October 30



ITEM NO. 2

Veterans' Celebration



- No in-person celebration
- Boulevard of Heroes participants (current and former)
- Social media push to find Paramount Veterans
- Veterans and active military will receive:
 - Patriotic Paramount face mask
 - Exclusive Paramount veterans t-shirt
- Distribution of items will take place November 9-13 along with greeting card from City Council



ITEM NO. 2

Senior Thanksgiving



- No in-person event
- Keep scheduled date of Thursday, November 19
- Outreach to Paramount seniors - phone calls and social media
- Soliciting business donations
- Local restaurants and businesses to provide:
 - boxed lunch
 - mini pumpkin pie
 - fall-themed face mask



ITEM NO. 2

Tree Lighting

- Current Health Order restricts live and drive-in concerts
 - Event Cancelled?
- Taped lighting of the City's Holiday Tree will be made with City Council and posted to the City's social media and website.



ITEM NO. 2

Photos with Santa

- Keep scheduled dates of December 5-6
- Reservation system
- Santa and helpers will be on stage
- Families will be on risers in front of stage
- Area to be continuously sanitized
- Photo times are limited - will extend hours to allow for as many reservations as possible



ITEM NO. 2



CITY OF PARAMOUNT

Santa Train

- Keep scheduled dates of December 7-10
- Train will keep scheduled route for each day but will not stop
- Train will slowly drive through each route to provide holiday greetings
- Each night will begin at 6:00 p.m.
- Apple and candy canes will be given at modified Breakfast with Santa



ITEM NO. 2

Drive-Through Breakfast with Santa

- In-person event cancelled
- Modified event moved to Friday, December 11 (following Santa Train)
- Drive-Through event will be held at Paramount Park or Bianchi Theatre parking lot
- Similar to proposed Halloween event but Christmas-themed displays
- Santa Train will be parked with Santa and helpers on board to wave at participants
- Bagged candy canes and apples will be given to participants
- Bagged holiday crafts will be given as well



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ITEM NO. 2



CITY OF PARAMOUNT



Holiday Virtual Recreation

- We will be creating more holiday themed videos to be shared on Virtual Recreation page
- Video ideas include:
 - Pumpkin carving
 - Thanksgiving recipes
 - Gift wrapping
 - Holiday crafts
 - Bow tutorial
 - Breakfast with Santa Craft Demonstrations





It is recommended that the City Council provide staff feedback for the proposed modifications for the 2020 Holiday Special Events and receive and file this report.

ITEM NO. 2



Proposed Modifications – 2020 Holiday Special Events

ITEM NO. 2



CITY OF PARAMOUNT



Proposed 2021 City Special and Holiday Events Schedule

ITEM NO. 3

Special Event Planning During COVID



- Beginning of 2021 may still see COVID restrictions in place
- Friday Night Markets in beginning of the year may be impacted
- Other special events begin in March
- Looking for innovative ways to hold events in safe manner

ITEM NO. 3



Annual City Events – 2021

- Friday Night Market (FNM) – 1st Friday of each Month*
- Easter Bunny Photos – March 27-28*
- Eco-Friendly Fair – April 17*
- PEP Auction/Fundraiser – April 23*
- National Day of Prayer – May 6*
- Elks Memorial – May 24*

* Events cancelled in 2020 (FNM since March)



Annual City Events - 2021



- Heritage Festival / FNM – June 5*
- Summer Concerts Series – July 2- August 6*
 - July 2 & August 6 combined with FNM
- A Night Under the Hay Tree – August 27 & September 24*
- Halloween Haunted House – October 29/31*

* Events cancelled in 2020

ITEM NO. 3

Annual City Events - 2021



- Halloween Festival – October 31**
 - Other Activities
- Veterans Celebration – November 13**
- Senior Thanksgiving – November 18**
- Tree Lighting Ceremony – December 1*
- Santa Photos – December 4-5**
- Santa Train – December 6-9**
- Breakfast with Santa – December 11**

* Events cancelled in 2020

** Events modified in 2020

ITEM NO. 3



Annual Co-Sponsored Events - 2021

- Friends of the Library Open House – March/April*
- Tepic Sister City Dia Del Nino – April 10*
- Heritage Parade – June 5*
- Latinas Art Festival – July 23-25*
- SEACCA Pet Faire – September 19*
- Tepic Sister City Dia del Muerto – October 16*

* Events cancelled in 2020

New City Special Events - 2021

- **Back to School Event – August 12**
 - Resource event to provide necessities to prepare needy Paramount families for the new school year
- **Shop Local Event – November 27**
 - Small Business Saturday event aimed to promote businesses in Paramount



ITEM NO. 3



CITY OF PARAMOUNT

December Holiday Events - 2021

- Busy month with holiday events and City meetings
- Proposed meeting changes:
 - Move first City Council meeting from December 7 (Train conflict) to December 14
 - Move Planning Commission meeting from December 14 to December 16
- Traditionally December Study Session is cancelled



ITEM NO. 3



Recommendation

It is recommended that the City Council approve or modify the proposed 2021 City Special and Holiday Events, move the first City Council meeting in December, and cancel the December 2021 City Council Study Session.

ITEM NO. 3





Proposed 2021 City Special and Holiday Events Schedule

ITEM NO. 3



Holiday Decorating Contest

September 15, 2020
City Council

ITEM NO. 4



Request

- Establish Holiday Decorating guidelines
- Opportunity to engage residents in friendly competition during the holiday season
- Fun and unifying community activity
- Allows participation while observing any recommended or mandated physical distancing



Marketing Methods

- Advertise on City social media pages, print publications, and at local businesses leading up to event
- Publish locations when available for residents to visit



ITEM NO. 4



CITY OF PARAMOUNT

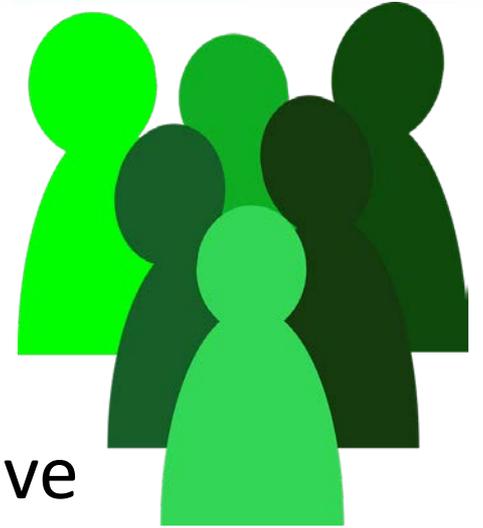
Applications

- Applications would be available at City facilities and online
- Dates have been adjusted from Agenda report to the following:
 - Applications would be submitted to the Planning Department by end of business day December 7
 - Decorations completed by December 14
 - Judging to be complete by December 21

ITEM NO. 4

Panel of Judges

1. City department representatives
2. Service club member
3. Chamber of Commerce representative
4. Local pastor



ITEM NO. 4



CITY OF PARAMOUNT

3 Categories

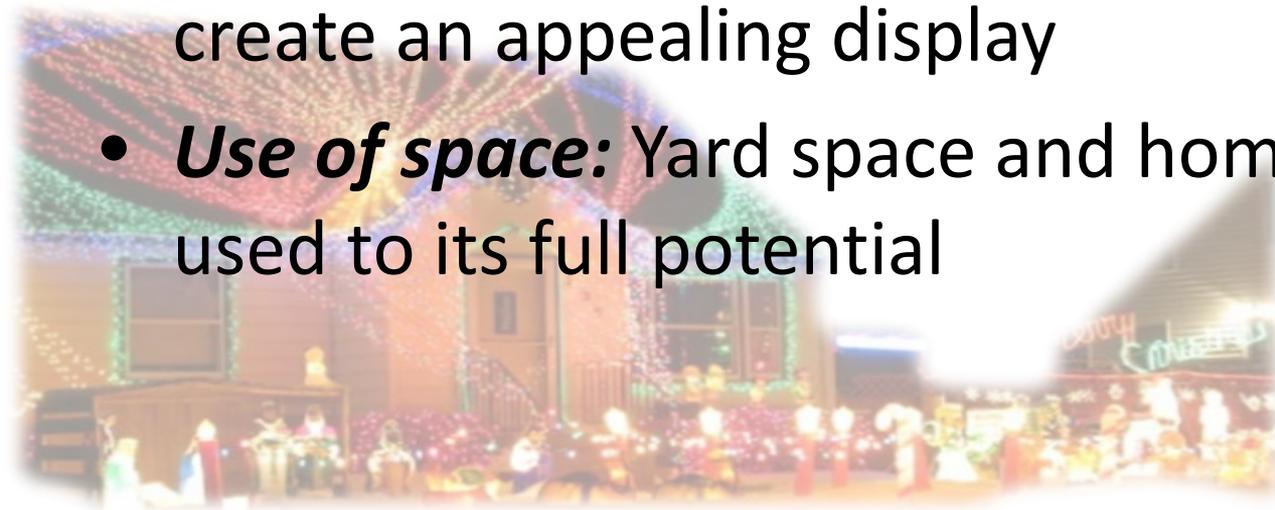
- Most original
- Best use of holiday lights
- Best holiday scene



ITEM NO. 4

Evaluation

- ***Curb appeal:*** The attractiveness of the display viewed from the street
- ***Creativity/innovation:*** The use of imagination to create an appealing display
- ***Use of space:*** Yard space and home display is used to its full potential



ITEM NO. 4



CITY OF PARAMOUNT

Evaluation

- ***Use of lights:*** Display incorporates different mediums of lights
- ***Cohesiveness of display:*** Shows overall togetherness



ITEM NO. 4



CITY OF PARAMOUNT

Awards

Winners receive at following City Council meeting:



- Lawn sign
- Certificate signed by the Mayor
- \$100 gift card to local a business
- Publish photo of winners on social media and print publications

ITEM NO. 4



Recommended Action

- Provide feedback to staff on the draft guidelines for Paramount Holiday Decorating Contest
- Receive and file

ITEM NO. 4





Holiday Decorating Contest

ITEM NO. 4



Clean Air Day 2020

Resolution No. 20:028

September 15, 2020
City Council

ITEM NO.5



Background

- October 7, 2020
- Project with the Coalition for Clean Air
- Statewide effort to unite communities to improve community health & sustainability
- City Council approved Resolution No. 19:033 in 2019 to support Coalition's initiatives



Clean Air Day 2020

- Social media campaign
 - Utilize CA Clean Air Day social media tool kit
 - Encourage residents to take photos of themselves engaging in Clean Air Day activities and tagging Paramount social media pages
- Highlight upcoming bicycle infrastructure ordinance
- Commit to increased maintenance of City vehicles to reduce pollution

ITEM NO.5



CITY OF PARAMOUNT

Clean Air Day 2020

Encourage residents to report contaminants in the air



1-800-CUT-SMOG to report excessive odors, smoke, dust, and other contaminants not related to vehicles



1-800-END-SMOG to report any smoking vehicles or idling commercial vehicles

ITEM NO.5



Recommendation

Adopt Resolution No. 20:028

ITEM NO.5



Clean Air Day 2020

Resolution No. 20:028

ITEM NO. 5



City of Paramount Purchasing Policy

ITEM NO. 7



CITY OF PARAMOUNT



Background

- Last amended in December 2011
- Establishes guidelines for procurement while maintaining efficiency in operations



Purchasing Policy/ Bidding Requirements

- For purchases of \$100 or less; petty cash allowed
- For purchases over \$100 and less than \$2,500; check requests
- For purchases over \$2,500 and less than \$25,000; 3 informal bids required
- For purchases \$25,000 and over; 3 formal bids and City Council approval required

ITEM NO. 7



CITY OF PARAMOUNT

Purchasing Policy/ Bidding Requirements

Competitive Informal Bidding Procedures (\$2,500 up to \$25,000)

- 3 informal bids required
- Bid information to be submitted to Finance
- Purchases shall be awarded to the lowest responsible vendor, consistent with the quality, quantity, and delivery requirements

ITEM NO. 7



Purchasing Policy/ Bidding Requirements

Competitive Formal Bidding Procedures (\$25,000 and over)

- Notices sent to qualified vendors
- Notices shall be mailed no later than 10 calendar days before the opening date of bids
- Purchases shall be awarded by the City Council to the lowest responsible bidder except as otherwise directed by City Council

ITEM NO. 7

Purchasing Policy - Exemption

- Exempt from bidding
 - Unique commodity/service
 - Specific brand name, make or model of existing equipment
 - Insufficient bids received
- Exempt from bidding and council approval
 - Emergency conditions

Purchasing Policy - Exemption

- Professional service contracts
 - Contract shall not be awarded solely on the basis of cost
 - City Manager, or designee, has the ability to enter into contracts for professional services up to \$40,000
 - >\$40,000 City Council approval required
 - Services shall be awarded based on demonstrated competence, professional qualifications, fairness and reasonableness of the cost of the services

Purchasing Policy

- Prohibited Activities
 - Splitting contracts
 - Unlawful activity
 - City officers/employees participating in a selection process when a financial interest exists



City of Paramount Purchasing Policy

ITEM NO. 7



CITY OF PARAMOUNT