



Staff Report

File #: REPORT 20-0749, Version: 1

Honorable Mayor and Members of the Hermosa Beach City Council
Regular Meeting of November 24, 2020

**REQUEST FOR APPROVAL OF SPONSORSHIP DONATION TO
THE BEACH CITIES HEALTH DISTRICT'S 22nd ANNUAL
HOLIDAY GIFT BAG PROJECT**
(City Manager Suja Lowenthal)

Recommended Action:

Staff recommends that the City Council approve a donation of \$1,380 to the Beach Cities Health District's Holiday Gift Bag Project for 2020.

Background:

The Beach Cities Health District (BCHD) Holiday Gift Bag Project is supported through partnerships with local agencies, civic organizations, service groups, private donations and memorials. As part of the Holiday Gift Bag Project, friendly volunteers have delivered gift bags filled with practical and fun gifts to beach cities seniors and adults with disabilities each holiday season since 1998. Each year, hundreds of volunteers participate and provide joy and excitement to recipients of the gift bags, many of whom are homebound or live in isolation.

BCHD will not be able to offer the opportunity to volunteer delivering bags this year as they have in years past, although they hope to offer the opportunity again in the years to come. BCHD staff and essential-service volunteers will be delivering bags following strict safety protocols. They are asking the community to assist with this project by coloring and decorating a holiday card to be inserted in each bag. Please see the BCHD website on how to download a card to decorate (**Attachment 2**).

The unprecedented events of 2020 has highlighted the need to be prepared for emergencies. Each holiday gift bag this year will include an emergency kit backpack that contains three days of essential supplies. Additionally, recipients may receive grocery gift cards, stamps, a BCHD face covering, hand sanitizer, a 2021 calendar, healthy snacks, and a holiday card created by members of our community. BCHD will be providing 23 Hermosa Beach clients with holiday gift bags. The estimated cost for each gift bag this year is \$60. The total amount for the Hermosa Beach client gift bags is \$1,380.

General Plan Consistency:

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. The Beach Cities Health District's Holiday Gift Bag Project supports the PLAN Hermosa goal and policy listed below.

Governance Element

Goal 7. Community sustainability and health are a priority in policy and decision-making.

- *Policy 7.10 Senior needs and services. Consider and address the specialized services and needs of a growing population of seniors regarding health and wellness, recreation, housing, and transportation.*

Fiscal Implications:

Funds for this donation are included in the Fiscal Year 2020-21 budget under the City Council Special Events Account, 001-1101-4319.

Attachment:

1. Request from BCHD
2. Link to Holiday Gift Bag Project Webpage

Respectfully Submitted by: Ann Yang, Executive Assistant

Legal Review: Mike Jenkins, City Attorney

Noted for Fiscal Impact: Viki Copeland, Finance Director

Approved: Suja Lowenthal, City Manager