

*STAFF REPORT**CITY OF OCEANSIDE*

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DATE: October 17, 2007

TO: Honorable Mayor and City Councilmembers

FROM: Neighborhood Services Department

SUBJECT: **APPROVAL OF COMMUNITY RELATIONS COMMISSION FY 2007-08 WORKPLAN**

**SYNOPSIS**

Staff and the Community Relations Commission recommend that the City Council approve the Community Relations Commission FY 2007-08 Workplan.

**BACKGROUND**

The Community Relations Commission was created by the City Council in 1991 (R91-70) to "consider and make recommendations to the City Council on policies pertaining to programs and projects which address the needs and promote the diversity of the community." The bylaws of the Commission were revised in 1998 to include as the purpose, to "promote understanding and eliminate community tension, conflict, discrimination and prejudice based on race, religion, sex, national origin, age, disability, or any other arbitrary factor. The Commission shall inform the community about community relations issues and recommend actions and programs to eliminate prejudice and discrimination." The Commission endeavors to promote a positive image of the City and to enhance community relations through community education and celebration of the special characteristics of the people of Oceanside. The Neighborhood Services Department provides staff support for the Commission.

**ANALYSIS**

The Community Relations Commission was established by the City Council as a citizen advisory body with nine members. All commission workplans must be approved by the City Council.

The Commission manages the City of Oceanside Martin Luther King, Jr. Civic Award Program, which recognizes a resident of the City of Oceanside or Marine Corps Base Camp Pendleton who has devoted volunteer time and energy to improve the community. The award is presented at the annual commemoration of Dr. King in January. The Commission also manages the City of Oceanside Martin Luther King, Jr. Scholarship Program, which awards one-year college scholarships to deserving high school seniors who follow the ideals and teachings of the late civil rights leader. Any

graduating high school senior living in Oceanside is eligible to apply for the scholarship. In 2007, the program awarded \$50,500 in scholarships to sixteen students from five different high schools; the scholarship program has raised \$350,000 since its inception in 1989. All funds for the scholarship program come from community donations; no public funds are used for the scholarship program. There are no racial, ethnic, gender, religious or other arbitrary criteria for either the Civic Award Program or the Scholarship Program. The Commission supports and encourages appropriate celebrations and events portraying the cultural heritage of the diverse ethnic groups in the City toward fulfillment of the City's Vision and Mission Statements.

### **FISCAL IMPACT**

The programs and activities of the Community Relations Commission are funded solely by community donations and have no impact on the General Fund.

### **COMMISSION OR COMMITTEE REPORT**

The Community Relations Commission at a regular meeting on September 20, 2007, recommended that the City Council approve the FY 2007-08 workplan as presented.

### **CITY ATTORNEY'S ANALYSIS**

City Attorney analysis does not apply.

### **RECOMMENDATION**

Staff and the Community Relations Commission recommend that the City Council approve the Community Relations Commission FY 2007-08 Workplan.

PREPARED BY:



John A. Lundblad  
Management Analyst

SUBMITTED BY:



Peter A. Weiss  
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager \_\_\_\_\_

Margery M. Pierce, Director, Neighborhood Services 

Attachment:

Community Relations Commission FY 2007-08 Workplan  
Community Relations Commission Fact Sheets

**City Of Oceanside  
Community Relations Commission**

**2007-08 COMMISSION WORKPLAN**

A. Vision and Mission Statements

**The City of Oceanside will be a safe, culturally diverse community that empowers its citizens to provide an environment that promotes economic development, supports quality education, fosters the cultural arts and preserves its natural resources.**

**The City of Oceanside's mission is to enhance the quality of life through outstanding service to its diverse community**

**The Oceanside Community Relations Commission works to promote understanding and harmony among all people of the City regardless of race, ethnicity, national origin, gender, sexual orientation, age, religion, disability or any other arbitrary factor. The Commission endeavors to promote a positive image of the City and enhance community relations through community education and celebration of the special characteristics of the people of Oceanside.**

B. Approval

The Community Relations Commission (CRC) adopted the draft FY 2007-08 workplan, goals and objectives on September 20, 2007. The workplan was submitted to/approved by the City Council on \_\_\_\_\_. The workplan will be revised, updated or expanded as necessary or as directed by the City Council. All goals, objectives and activities shall reflect the Mission and By-Laws of the Commission.

C. General Goals

1. The CRC shall focus its attention on identifying and celebrating positive relationships among groups and individuals within the community and encouraging community participation in CRC activities and programs.
2. The CRC may educate and inform community groups and special-need groups (e.g., persons with disabilities, ethnic minorities, etc.) of available services and assistance programs.
3. The CRC may prepare educational literature and public information materials to educate and promote positive human relations among individuals, community groups and the City.

4. Members of the CRC are encouraged to attend seminars and conferences that offer training in community relations issues in order to educate themselves on methods and means of promoting positive community relations within the City of Oceanside. Attendance at such conferences, training events or other activities shall be at member's own expense. The CRC will also provide information on such conferences to members of the City Council and the City Manager.
  - a) City staff will provide information to Commissioners concerning training and/or workshop opportunities.
5. Members of the CRC are encouraged to attend and participate in the various events, activities, special programs and celebrations sponsored by different ethnic and/or national groups, neighborhood groups or other organizations that highlight the variety of cultural backgrounds and heritage of Oceanside residents.
  - a) City staff will provide information and announcements to the Commissioners regarding various events and special programs in the City and region.
6. The Chair or other commissioners shall meet regularly with the City Council Liaison to the Commission to discuss the work of the Commission. The CRC shall report on its activities to the City Council on an as-needed basis through the City Council Liaison to the Commission.

D. Specific Objectives for 2007-08

1. The Commission shall elect a Chair and vice-Chair who will serve until the election of their successors, and shall appoint members of the Commission to committees as listed below. All activity of the Commission shall be governed by its Charter and By-laws as approved and/or amended by the City Council.
2. The CRC shall assist with the annual Community Development Block Grant (CDBG) Program application and review process.
  - a) The CRC shall, with the City CDBG staff person(s), review the CDBG program application and review process prior to the application period and recommend revisions as necessary to the Neighborhood Services Department – Housing Division.
  - b) The CRC shall appoint members to a CDBG application review committee to make FY 2008-09 funding recommendations to the City Council; the number of members and their responsibilities shall be determined by the City Council. These members shall also report the recommendations to the CRC.
  - c) The CRC shall review the *2006-07 Consolidated Annual Performance Evaluation Report (CAPER)* and the *2008-09 Action Plan* of the *2005-2010*

*Consolidated Plan for Housing and Community Development*, and provide comments to the Housing and Neighborhood Services Department.

3. The CRC shall review annually the City's Equal Employment Opportunity (EEO) policy and make recommendations as necessary pertaining to the policy and to the City's implementation of the policy.
  - a) Individual commissioners may identify concerns and suggestions pertaining to the policy for staff and Commission review.
  - b) The CRC may, as requested by the City, assist in reviewing compliance with the Americans with Disabilities Act (ADA) and shall act in an advisory capacity to City staff charged with ADA oversight and compliance activities.
  - c) The CRC shall appoint an EEO/ADA Committee composed of no more than four commissioners. The chair of this committee shall serve as a liaison between the Commission and the City Personnel Department.
  - d) Commissioners may, as requested by the Human Resources Department, sit on citizen interview panels.
  
4. The CRC shall support, encourage, and, when appropriate, coordinate or manage special events, programs and projects throughout the year that promote positive community relations and that celebrate individuals and groups representative of varying segments of the community. The Commission shall appoint program committees for projects and programs sponsored by the Commission.
  - a) The CRC shall coordinate the annual Dr. Martin Luther King, Jr. Civic Award program and participate in appropriate celebrations around the Martin Luther King, Jr. commemorative holiday in January. The Commission shall appoint a Civic Award Selection Committee comprised of no more than four commissioners and up to five persons from the community, including a representative from MCB Camp Pendleton and a representative from the North San Diego County Branch of the NAACP.
  - b) The CRC shall manage the annual Dr. Martin Luther King, Jr. Scholarship Program. The Commission shall appoint a Scholarship Selection Committee of no more than four commissioners and up to five persons from the community, including a representative from the North County Branch of the NAACP, to review applications and award the scholarships.
  - c) The CRC shall host an annual fund-raising event for the Dr. Martin Luther King, Jr. Scholarship Program. The Commission as a whole together with interested members of the community shall assist the Resource Director in

planning the event. No public funds may be used in the scholarship program.

- d) The CRC shall support local observance of holidays and encourage participation in local programs and activities that portray the cultural heritage of ethnic communities in Oceanside, including but not limited to Martin Luther King, Jr. Day, Cesar Chavez Day, Filipino Heritage Day, Juneteenth, and Samoan Flag Day. The Commission may appoint a Cultural Celebrations Committee of no more than four commissioners to encourage and support such programs for the community.
5. The CRC shall make efforts and undertake actions aimed at educating residents about positive community relations within the City.
6. The CRC shall encourage and support harmonious and positive relationships between racial and ethnic groups in the City, and the elimination of any forms of discrimination based on arbitrary factors. Complaints of discrimination brought to the attention of the Commission shall be referred to appropriate agencies.
7. The CRC may work with the Oceanside Sister Cities Foundation to assist with programs and the visits of delegations to and/or from Oceanside's four sister cities throughout the year.
8. The CRC shall undertake other objectives and activities as referred to the Commission by the City Council.

**City of Oceanside**  
**COMMUNITY RELATIONS COMMISSION**  
**2007-08 Fact Sheet**

**Purpose**

The Community Relations Commission considers and makes recommendations to the City Council on policies and programs that promote better understanding and harmony among all people of the City of Oceanside regardless of race, ethnicity, national origin, gender, sexual orientation, age, religion, disability or any other arbitrary factor. The Commission endeavors to promote a positive image of the City and to enhance community relations through community education and celebration of the special characteristics of the people of Oceanside.

**Membership**

Nine regular (voting) members are appointed by the Mayor with the approval of the City Council from applications filed by residents of the City. The Mayor may also appoint an unspecified number of non-voting alternate members to the Commission. Members (commissioners) serve three-year terms and may be re-appointed by the Mayor and City Council. Members must be residents of the City while serving on the Commission. State law requires members to file a California Statement of Economic Interests (form 700) upon appointment, annually while on the Commission, and at the end of service.

**Meetings**

The Commission regularly meets on the third Thursday of each month at 2:00 p.m. in the City Council Chambers or, when necessary, in another location in the Civic Center. Meetings are open to the public and are governed by applicable provisions of the Brown (open meeting) Act. Meeting agendas are posted at least 72 hours in advance on the Civic Center bulletin board and on the City website at <http://www.ci.oceanside.ca.us>.

**Staff Assistance**

The Neighborhood Services Department – Housing Division provides staff support for the Commission; for information about the Commission and its activities call (760) 435-3393 or e-mail [jlundblad@ci.oceanside.ca.us](mailto:jlundblad@ci.oceanside.ca.us).

**Special Activities**

The Commission annually sponsors these programs:

- The Dr. Martin Luther King, Jr. Civic Award recognizes residents of the City and military personnel stationed at MCB Camp Pendleton who exemplify the ideals and philosophy of the late civil rights leader.
- The Dr. Martin Luther King, Jr. Scholarship Program awards college scholarships to high school seniors living or attending high school in Oceanside who follow the ideals and teachings of Dr. King.

In addition, the Commission supports and encourages appropriate celebrations and events portraying the cultural heritage of the diverse ethnic groups in the City.



# **CITY OF OCEANSIDE - MARTIN LUTHER KING, JR SCHOLARSHIP PROGRAM**

## ***Sponsorship***

The Dr. Martin Luther King, Jr. Scholarship Program is sponsored by the City of Oceanside and managed by the Community Relations Commission, a citizen advisory panel appointed by the City Council.

## ***Purpose and Criteria***

The scholarship program was established to provide funds to graduating seniors in Oceanside to encourage and enable them to attend college; the first scholarships were awarded in 1993. The funds are directed primarily to students from low- and moderate-income families, and to students who exemplify the ideals and teachings of Dr. King and other civil and human rights leaders. Scholarship recipients are selected on the basis of academic achievement, demonstrable financial need, ability to meet and overcome challenges, and perceived ability to succeed in college or university. Recipients must be residents of the City of Oceanside and U.S. citizens or legal residents, and are selected without regard to race, ethnicity, gender, religion or any other arbitrary factor. Community representatives and members of the Community Relations Commission review the applications and select the recipients.

## ***Application***

Any graduating high school senior living in Oceanside may apply to the scholarship program, regardless of which high school the student attend. Application forms are available from high school scholarship coordinators and at the Oceanside Public Library in February, and are due to school scholarship coordinators in mid-April each year.

## ***Conditions***

The scholarship may be used toward costs at any accredited college, university or technical school. The award is normally for one year; community college students may request disbursement over two years. Recipients must show proof of enrollment at least half-time to receive the funds. The amount and number of scholarships awarded each year depends upon the amount of funds donated to the program.

## ***Source of Funds***

The scholarship funds come from community donations; no public monies are used in the program. All donations are maintained in a separate trust fund account managed by the City and are used only for the scholarship program. Since donations are given solely for the purpose of the scholarship program, they may be considered as tax-deductible contributions to a non-profit organization; donors should consult a tax advisor for specific information.

## ***Announcement***

The scholarship awards are announced on the first Friday in June at a garden reception honoring the recipients and their families. Recipients are also recognized at high school awards nights. For information on the annual garden reception or to make a donation, call 760-722-1234.

## ***Information & Questions***

For more information contact high school scholarship coordinators or John A. Lundblad at the City of Oceanside - Neighborhood Services Department, tel: 760-435-3393; email: [jlundblad@ci.oceanside.ca.us](mailto:jlundblad@ci.oceanside.ca.us)