

Title: Star of the Neighborhood	Item No. _____
Meeting date: May 18, 2023	
Agendized by: Al Hernandez	
Contact person: Al Hernandez	Phone number: 310 343 5644
Committee Vote (if appropriate):	
Does this item have a fiscal impact on the Neighborhood Council? _____ X Yes _____ No	
Additional documents attached? _____ Yes X No	

RECOMMENDATION:

Recommend that the NCWP Board approve the expenditure of \$1,500 for Star of the Neighborhood entry at the Annual Fourth of July Parade in Westchester.

BACKGROUND:

The Fourth of July Parade is the largest community event within the NCWP boundaries, attracting between 7,500 to 10,000 local residents. The Star of the Neighborhood is selected from nominations made from our stakeholders and other board members. Final selection is made by committee members. The Fourth of July Parade gives NCWP its biggest outreach opportunity each year to encourage stakeholder participation and knowledge of purpose.

DISCUSSION:

The LAX Coastal Area Chamber of Commerce Fourth of July Parade committee organizes the annual parade and will provide NCWP with tables and name recognition on all printed materials and banners. Neighborhood Council will also host an informational pop up to engage stakeholders.

FISCAL ANALYSIS:

The proposed motion is for a not-to-exceed budget of \$1,500 to be paid from the approved budget from the outreach budget. This amount is within the approved budget for the fiscal year.

MOTION:

That the Outreach Committee recommend that the board approve

Authorize the expenditure of \$1,500 to be paid to the LAX Coastal Area Chamber of Commerce for Star of the Neighborhood entry in the Fourth of July Parade.