



CITY OF ROSEMEAD
Administrative Policy Manual

Policy Number: 50-08

Date Established: July 23, 2013

Date Revised: 09-27-16

City Council Approval: *Sandra Amador*

SUBJECT: ROSEMEAD BEAUTIFICATION COMMITTEE

PURPOSE: To create and facilitate a citizen-based, community "grassroots" effort to organize, promote and participate in volunteer service projects and programs designed to beautify Rosemead.

GENERAL POLICY

The City of Rosemead Strategic Plan includes a goal to "**Beautify residential neighborhoods and commercial corridors.**" The Strategic Plan also includes strategic objective to "**Enhance public view areas within the public right-of-way and private properties**", along with various actions items to improve the aesthetic appearance of the community. The Beautification Committee is established to accomplish these goals and strategic objectives and to serve in an advisory capacity to the City Council and staff.

PROVISIONS

The Rosemead Beautification Committee shall operate under the following guidelines:

- A. **Membership**
A member of the City Council will serve as the Chair of the Rosemead Beautification Committee. In addition, the City Council will appoint up to eight (8) residents or Rosemead citizens with business or employment ties to Rosemead to serve 2 year staggered terms on the Committee.
- B. **Chair**
The appointment of the Chair will be made by the Mayor and confirmed by the City Council on an annual basis in March or April of each year. The responsibilities of the Chair are to provide leadership and chair regular meetings of the Committee.
- C. **Vice Chair**
A member of the Beautification Committee that has been duly appointed by the city Council will be designated by the Chair of the Beautification Committee to serve as Vice Chair. The Vice Chair's responsibilities are to assist the Chair in his/her leadership duties and to act in the capacity of the Chair in his/her absence.
- D. **Staff Support**
The objective and thrust of the Beautification Committee is to function as a citizen-based, grassroots effort that is independent of regular staff involvement. However, at the request of the Chair, the Community Development Department will have primary and lead responsibility for coordinating with the Chair of Beautification committee on an as-needed basis. Staff support can also be accessed by the Chair through contacts with the Director of Public Works and the City Manager.

E. **Meetings**

The Rosemead Beautification Committee will meet on a regular basis as directed by the Chair, but in no event will meetings be conducted less frequently than quarterly. Meeting agendas will be published and posted in the same manner as City commissions. No official minutes of the meetings will be kept.

F. **Activities**

The Rosemead Beautification Committee will engage in various volunteer activities, including but not limited to:

1. Organizing volunteer citizen participation in community “clean up” service projects;
2. Nominating and selecting winners of the annual Beautification Awards; and
3. Serving as an advisory body to the City Council and staff on community beautification efforts.

G. **Staff Support**

Primary staff support to the Committee will be provided by the Community Development Department along with interface with the Public Works Department.

H. **Term**

Terms shall commence on July 1st and expire on June 30th of the appropriate calendar year, unless a lesser term is necessary to fill a vacancy.