



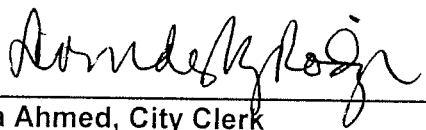
The Beverly Hills City Council Liaison / Human Relations Commission Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY HALL  
455 North Rexford Drive  
4th Floor Conference Room A  
Beverly Hills, CA 90210

Wednesday, January 22, 2020  
4:00 p.m.

#### AGENDA

- 1) Public Comment
  - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Human Relations Commission Kindness Week 2020
- 3) Adjournment

*for*   
\_\_\_\_\_  
Huma Ahmed, City Clerk

Posted: January 17, 2020

*A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE  
LIBRARY AND CITY CLERK'S OFFICE.*



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services. City Hall, including 4<sup>th</sup> Floor Conference Room A, is wheelchair accessible.



**CITY OF BEVERLY HILLS**  
**HUMAN SERVICES DIVISION**  
**MEMORANDUM**

**TO:** Human Relations Commission Council Liaisons

**FROM:** James R. Latta, L.C.S.W., Human Services Administrator

**DATE:** January 22, 2020

**SUBJECT:** Human Relations Commission Kindness Week 2020

**ATTACHMENT:**

1. 2020 Kindness Week Calendar
2. Photo of BOLD Logo Projection
3. Photo of BOLD Sidewalk Decal
4. Celebrate Kindness Logo

A handwritten signature in black ink, likely belonging to James R. Latta, the Human Services Administrator.

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**INTRODUCTION**

In 2018, the Human Relations Commission adopted the Random Act of Kindness Foundation's annual Kindness Week in the City of Beverly Hills. The purpose of the week is twofold; the Commission strives to remind the community of the importance of kindness, while promoting positive human relations, and also takes this week to celebrate kindness. Each year, the Commission conceives a calendar of events for the week for the community.

**DISCUSSION**

This year, Kindness Week will be held from Sunday, February 16 through Friday, February 21, 2020. Please see Attachment 1 for the Commission's calendar of events and activities for community members of all ages.

For the past two years, the Commission has advertised Kindness Week through posters, banners, flyers, social media and the distribution of Celebrate Kindness pins and Celebrate Kindness silicone bracelets. This year, the Commission would like to add to their outreach and celebration efforts with exciting approaches that were highly successful with BOLD. The first concept is to project the Commission's Celebrate Kindness image onto City Hall to model the projections celebrating BOLD (Attachment 1). This effort would involve utilizing the same vendors used for BOLD, as well as Public Works personnel. The images would be projected each evening for the span of Kindness Week.

The Commission's second concept is to install sidewalk decals with the Celebrate Kindness logo throughout either the business triangle and/or the Civic Center. This project would also involve utilizing the same vendors used for past BOLDs, and involve Public Works personnel.

**FISCAL IMPACT**

The projection of the Celebrate Kindness image onto City Hall for one week, in total would

cost \$3,393. Of that cost, \$2,220 includes the rental and mounting of two projectors and the creation of a custom GOBO. An additional \$1,193 would be incurred in Public Works personnel costs and special event permit fees.

The creation and installation of the sidewalk decals, based on five decals total, would cost a total of \$3,603.15. Of that cost \$1,712.15 includes the creation, installation and removal of the decals. An additional \$1,441 would be incurred in Public Works personnel costs and special event permit fees.

### **RECOMMENDATIONS**

The Human Relations Commission recommended either the sidewalk decals and/or the light projection on City Hall with a 3-2 vote. The two dissenting votes were due to concerns of the high cost of the projects.

If the price for either of these two efforts is too costly, an option would be for staff to purchase additional Celebrate Kindness pins for the Commission to distribute throughout the entire year. The cost for 1,000 pins is \$1,250.

## **Attachment 1**

The Beverly Hills Human Relations Commission invites you to take part in



# National kindness week

HRC Schedule of Events February 16-21

**Sunday, FEB 16 | Beverly Hills Farmers' Market - 9am to 1pm**

Stop by the Human Relations Commission's booth and pledge your commitment to kindness.

**Monday, FEB 17 | Presidents' Day**

Participate in acts of kindness with your family and friends during the holiday.

**Tuesday, FEB 18 | Baby Story Time at Beverly Hills Public Library - 10am & 11am**

Join the HRC with your pre-walker for a story about kindness. Includes creative free play.

**Wednesday, FEB 19 | Celebrate Kindness in Your Community**

Reflect on what kindness means with your neighbors, friends and loved ones. Tune into the Special Human Relations Commission Meeting live at 9am on Beverly Hills TV!

**Thursday, FEB 20 | The Blind Side Movie Screening - 1pm**

Join the HRC for a community screening of *The Blind Side* at Roxbury Community Center for the weekly senior movie.

**Friday, FEB 21 | Reading Kindness Books with Preschool Students**

The HRC will be reading books about kindness to children in the Beverly Hills Preschool program.

For more information, contact Human Services at (310) 285-1006 or at [human.services@beverlyhills.org](mailto:human.services@beverlyhills.org)

## **Attachment 2**



## **Attachment 3**





## **Attachment 4**

