



CITY OF POMONA COUNCIL REPORT

January 6, 2025

To: Honorable Mayor and Members of the City Council

From: Anita D. Scott, City Manager

Submitted By: Maura Montellano/Beatrice Marrufo, Executive Assistant

**SUBJECT: FINDING OF PUBLIC BENEFIT TO THE COMMUNITY AT LARGE:
RECOMMENDED EXPENDITURE(S) AND RECAP OF EXPENDED
FUNDS**

RECOMMENDATION:

It is recommended that the City Council take the following actions:

- 1) Approve the expenditure(s) recommended and make the finding that the community at large will receive a public benefit from the expenditure of funds for the recommended item(s);
- 2) Receive and file the recap of final amounts for previously approved projects/activities.

FISCAL IMPACT: All approved expenditures are paid from the requesting Councilmembers' line item accounts as approved in the Fiscal Year 2024-25 Budget.

CURRENT REQUEST(S):

- A. Amount to be determined to African American Advisory Committee in support of Kwanzaa Joy Celebration: Requested Amount: \$1,500

SB1439/GOVERNMENT CODE §84308 APPLICABILITY:

When this box is checked, it indicates the agenda item is subject to the Levine Act SB1439 requirements. Councilmembers are reminded to check their campaign contributions and determine whether they have received a campaign contribution of \$250 or more that would require disclosure and/or recusal from discussing or acting on this agenda item. Campaign contributions of \$250 or more made 1) by any person or entity who is identified in the agenda report as the applicant or proposer or 2) on behalf of the applicant or participant, including a parent, subsidiary or otherwise related business entity, or 3) by any person who has a financial interest in the agenda item requires a councilmember to comply with SB1439.

PREVIOUS RELATED ACTION: At the regular City Council meeting of February 6, 2006, the Council approved an Expense and Reimbursement Policy in compliance with the requirements of Assembly Bill 1234. At the regular City Council meeting of November 16, 2015, the Council adopted Finding of Public Benefit “Best Practices” Guidelines and the Finding of Public Benefit Request Form.

DISCUSSION: The Mayor and/or individual Councilmembers, as listed below, have requested that the Council approve funding for each organization, activity, and/or event as specified below and request that the Council approve the funding amount and make the findings that these expenditures will provide a public benefit to the community at large. Supporting forms for the newly-requested findings are attached with this Report (Attachment).

Current Request(s):

Organization: African American Advisory Alliance

Project/Activity: Kwanzaa Joy Celebration

Approved by CLC: N/A

Finding Recommended: This donation will help cover the overall cost of this break-even event including Kuumba, gifts for attendees and donated event tickets to the community, event décor and signage. The celebration is based on the seven fundamental principles of Kwanzaa, an opportunity to experience the rich African culture as well as raise awareness and educational adversity.

Councilmember Recommending Funding: Mayor Tim Sandoval

Organization Requested Funding Amount: \$1,500

Councilmember Requested Funding Amount: TBD

Findings Eligible for Contributions

The following summarizes Council contributions towards findings within the 30 day period following Council approval in accordance with the Council adopted policy. These items are eligible for additional contributions:

Organization: Juneteenth Education Technology Mobile Arts Center, Inc. (J.E.T.M.A.C)

Project/Activity: 24th Year Dr. Martin Luther King Jr. Unity Breakfast & Tribute

Finding Date: 12/16/24

Finding Recommended: This donation will help cover some of the costs of the 24th Dr. Martin Luther King Jr. Unity Breakfast, a celebrated holiday. It will help in providing a VIP table of 10 and ¼ page full color ad in the program book.

Deadline for Contributions: 1/16/25

Councilmember Recommending Funding: Councilmember Nora Garcia

Organization Requested Funding Amount: \$1,500

Councilmember Requested Funding Amount: TBD

Recap of Expended Funds

The following summarizes additional Council contributions toward findings that expired and are past the 30 day period following Council approval, in accordance with the Council adopted policy:

Organization: Fox Community Culture Fund

Project/Activity: La Gran Posada

Finding Date: 12/2/24

Finding Recommended: The donations will be used for production of the event/furniture rentals. La Posada is a tradition in Mexican culture and this event would be free to the public, providing Mariachi, Folklorico Dancers and decor that will transport you. We have a predominantly Latino demographic. It is an event for the whole family.

Deadline for Contributions: 1/2/25

Councilmember Recommending Funding: Councilmember Nora Garcia

Organization Requested Funding Amount: \$7,000

Councilmember Requested Funding Amount: D3 - \$200, D7 - \$500

Total Funding Amount: \$700

Organization: Celebrating a Vision

Project/Activity: Christmas Shopping Spree

Finding Date: 12/2/24

Finding Recommended: Funds will pay an admin fee to purchase Amazon pallets. We are serving families that live in low-income areas. The benefit is that they can receive items that are normally not in their budget.

Deadline for Contributions: 1/2/25

Councilmember Recommending Funding: Mayor Tim Sandoval

Organization Requested Funding Amount: \$900

Councilmember Requested Funding Amount: D3 - \$125, D4 - \$400, D5 - \$100, D7 - \$100

Total Funding Amount: \$725

Organization: Sowing Seeds for Life

Project/Activity: 19th Annual Holiday Pantry

Finding Date: 12/2/24

Finding Recommended: Funds, if awarded will be used to purchase \$20 gift cards that will be given to children/families. It will help the community by bringing holiday joy to the children and families we serve in the Pomona Valley.

Deadline for Contributions: 1/2/25

Councilmember Recommending Funding: Councilmember Nora Garcia

Organization Requested Funding Amount: \$1,000

Councilmember Requested Funding Amount: D3 - \$125, D5 - \$100, D7 - \$100

Total Funding Amount: \$325

Organization: Victory Outreach Pomona

Project/Activity: Winter Wonderland Toy Giveaway & Outreach

Finding Date: 12/2/24

Finding Recommended: Every year we come together to share the joy of the season by giving toys to children in our community. This year, we are especially excited to extend our reach to children in group-homes and foster care, bringing a bit of Christmas love to those who need it most.

Deadline for Contributions: 1/2/25

Councilmember Recommending Funding: Councilmember Nora Garcia

Organization Requested Funding Amount: \$2,000

Councilmember Requested Funding Amount: D3 - \$125, D5 - \$100, D7 - \$250

Finding of Public Benefit
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Total Funding Amount: \$475

Organization: **TBD**

Project/Activity: Council Holiday Gift/Food Drive

Finding Date: 12/2/24

Finding Recommended: Purchase items, gifts and toys to families in need.

Deadline for Contributions: 1/2/25

Councilmember Recommending Funding: Councilmember Elizabeth Ontiveros-Cole

Organization Requested Funding Amount: Funds will be used to purchase gifts/food for City Council Holiday Drive.

Councilmember Requested Funding Amount: TBD

Total Funding Amount:

Organization: **Project Resilience**

Project/Activity: 3rd Annual Human Trafficking Awareness Event

Finding Date: 12/2/24

Finding Recommended: Every year we come together to share the joy of the season by giving toys to children in our community. This year, we are especially excited to extend our reach to children in group-homes and foster care, bringing a bit of Christmas love to those who need it most.

Deadline for Contributions: 1/2/25

Councilmember Recommending Funding: Councilmember Nora Garcia

Organization Requested Funding Amount: \$2,000

Councilmember Requested Funding Amount: D3 - \$200, D4 - \$250, D7 - \$250

Total Funding Amount: \$700

Organization: **Conceptual Art Therapy**

Project/Activity: Pomona Youth Artwalk

Finding Date: 12/2/24

Finding Recommended: A youth artwalk benefits young participants, communities, and local economies. For youth, it builds artistic and entrepreneurial skills, boosts confidence, and fosters connection with mentors.

Deadline for Contributions: 1/2/25

Councilmember Recommending Funding: Councilmember Nora Garcia

Organization Requested Funding Amount: \$4,000

Councilmember Requested Funding Amount: D3 - \$200, D7 - \$250

Total Funding Amount: \$450

Organization: **American Youth Soccer Organization**

Project/Activity: Claremont SoCal United Central 204-12y Boys Team

Finding Date: 12/2/24

Finding Recommended: Assist the team to participate in regional tournaments throughout the year.

Deadline for Contributions: 1/2/25

Councilmember Recommending Funding: Councilmember Robert Torres

Organization Requested Funding Amount: \$5,000

Councilmember Requested Funding Amount: D6 - \$5,000

Total Funding Amount: \$5,000

Maura Montellano/Beatrice Marrufo
Executive Assistant

ATTACHMENT:

- African American Advisory Alliance