RESOLUTION 2016-88

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
BELL APROVING THE PURCHASE OF HOLIDAY
DECORATIONS IN THE AMOUNT OF $50,650.92 TO INCLUDE
THE DELIVERY, INSTALLATION, REMOVAL, MAINTENANCE
AND STORAGE OF DECORATING ITEMS

WHEREAS, the Bell Strategic Plan identified "Public Image" as the third most important
goal for the City of Bell; and

WHEREAS, during the 2015 holiday season, a number of individuals expressed concern
regarding the lack of professional holiday decorations that were used by the City; and

WHEREAS, the City Manager formed a Holiday Decoration Committee, with
representatives from Community Services, Finance, City Manager and Community
Development departments; and

WHEREAS, the purpose of the Holiday Committee was to create a holiday vision for the
City of Bell by exploring and reviewing services of various holiday vendors; and

WHEREAS, the main goal was to select a vendor that could provide the City with a very
professional yet vibrant holiday décor that could enhance the City’s public image; and

WHEREAS the Holiday Committee considered the following criteria in evaluating
vendors:

- Design tool to sketch out holiday decorations map;
- Diversity of Holiday Décor - City Hall, Bell House, Atlantic and Gage Intersection, and
  along Atlantic Avenue;
- Delivery of Service- production of decorations before the start of the holiday season;
- Comprehensive Services- ability and availability to install, remove, maintain and store
  holiday decorations;
- Overall cost of requested services
- References to verify quality of work; and

WHEREAS, the Holiday Committee reviewed the services of six vendors:

- Display Sales
- Bronners Commercial Displays
- Dekra-Lite Industries, Inc.
- Mosca Design
- Holiday Lights and Magic, Inc.
- Christmas Central, Inc.; and

WHEREAS, based upon the criteria, the most comprehensive and responsible services
was offered by Dekra-Lite Industries, Inc. located in Santa Ana, CA; and

WHEREAS, staff has contacted listed references of the vendor and the reference
checks provided favorable comments for Dekra-Lite; and
WHEREAS, the Holiday Committee is recommending the following holiday decorations:

- 20' Sequoia Tree outfitted with lights
- Classic Décor 20' Tree Decorations (Blue and Gold Ornaments)
- 24" Crystall star topper
- Perimeter Lighting (White)
- 34 Single banner 30" x 96" Bnrs. with Band it for Light Poles
- 7 -10' LED WW with blue and Gold Décor for columns

City Hall
City Hall
City Hall
City Hall/Bell House
Atlantic/Gage
Bell House; and

WHEREAS, the vendor has agreed to deliver, install, remove, repair and maintain, and store all holiday decorations as a part of the contract services; and

WHEREAS, all holiday decorations will be installed before the start of the Thanksgiving holiday season; and

WHEREAS, the Holiday Committee has also recommended that the City hosts a holiday event for the general public on December 1, 2016, to officially kick-off the start of the holiday season;

WHEREAS, the Community Services Department has agreed to coordinate the holiday event and will provide a number of activities for the general public to welcome in the season.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BELL, CALIFORNIA, AS FOLLOWS:

SECTION 1. The City Council hereby authorizes the purchase of holiday decorations in the amount of $50,650.92 to include the delivery, installation, removal, maintenance and storage of decoration items.

SECTION 2. The City Council hereby authorizes a budget amendment from General Fund Unrestricted Fund Balance and transfer to the Public Works Division account #: 001-70-74-xxxx-000-6100, in the amount of $50,650.92 to cover the services rendered by the vendor-Dekra-Lite, Inc.

SECTION 3. The City Council hereby approves amending the Fiscal Year 2016-17 budget by decreasing an amount of $50,650.92 from the General Fund Unrestricted Fund.

SECTION 4. The City Council hereby authorizes the Community Services Department to host a holiday event for the general public on December 1, 2016.

SECTION 5. The City Council hereby authorizes the City Manager to prepare and execute a contract for Dekra-Lite Inc. in a form approved by the City Attorney for the requested services in the amount not to exceed $50,650.92.

SECTION 6. The City Clerk shall certify to the adoption of this Resolution.

PASSED, APPROVED AND ADOPTED this 26th day of October, 2016.

Alicia Romero, Mayor

Resolution 2016-88
Page 2
CERTIFICATE OF ATTESTATION AND ORIGINALITY

I, Angela Bustamante, Interim City Clerk of the City of Bell, hereby attest to and certify that the foregoing resolution is the original Resolution No. 2016-88 adopted by the Bell City Council at its regular meeting held on the 26th day of October, 2016, by the following vote:

AYES: Councilmember Valencia, Vice Mayor Gallardo and Mayor Romero

NOES: Councilmember Quintana

ABSENT: Councilmember Saleh

ABSTAIN: None

Angela Bustamante, Interim City Clerk