



Administrative Report

P.1., File # 24-0165

Meeting Date: 3/5/2024

To: **MAYOR AND CITY COUNCIL**
From: LUKE SMUDE, ASSISTANT TO THE CITY MANAGER

TITLE

DISCUSSION AND POSSIBLE ACTION RELATED TO INITIATING A STUDENT PLEDGE OF ALLEGIANCE PROGRAM AT CITY COUNCIL MEETINGS AND POSSIBLE ADJUSTMENTS TO THE COUNCIL MEETING AGENDA, SECTION C, "SALUTE TO FLAG AND INVOCATION"

EXECUTIVE SUMMARY

At the November 14, 2023 meeting, Council Member Kaluderovic requested that an item be agendized to discuss initiating a program for Redondo Beach students to lead the Pledge of Allegiance at select City Council meetings. Staff was able to find a similar program in Parker, Colorado and discuss its impact with the Program Director. At this time, staff is requesting that Council provide input on implementing a similar program in the City of Redondo Beach.

BACKGROUND

At each City Council Meeting, the Mayor leads the chamber in reciting the Pledge of Allegiance, followed by a moment of silence. In an effort to engage local students, Council Member Kaluderovic requested staff return with an item to discuss establishing a program where students can lead the Pledge of Allegiance at City Council Meetings. Research indicates similar programs exist, and that other jurisdictions have also used this portion of their meetings to honor local Veterans through formal or informal means.

The City of Parker, Colorado initiated a Youth Pledge of Allegiance Program at the end of 2022 and marketed it on their website and social medial channels. The program was established to help students engage with the Parker community and learn more about local government. Participants submit an online application and, when selected, lead the Pledge of Allegiance and enjoy a photo opportunity with the Mayor and Council. No formal certificate is produced by Parker staff. The program received a number of applications immediately after it was established but saw applications taper-off over time, with only three students participating in the 2023 calendar year.

Staff can market the program via the City website and across various social media channels to engage youth-serving community organizations and enhance other appropriate formal recognitions, such as National Recreation Month. To ensure long-term success, it would be beneficial to develop partnerships to attract students to the program. Conversations have taken place with Redondo Beach Unified School District (RBUSD) Superintendent Dr. Nicole Wesley, and she has indicated that RBUSD is open to forming a partnership, provided the program provides a memorable experience for the participants. In addition to leading the Pledge of Allegiance, students could provide answers to

pre-approved questions that highlight the students, their interests, the schools they attend, and reasons they enjoy being a student in Redondo Beach.

At this time, staff is seeking Council's direction on the establishment of a program, which partnerships staff should pursue, and what elements, if any, Council would like to have included in Section C of the Council Meeting Agenda, "Salute to Flag and Invocation."

COORDINATION

This item was coordinated with the Community Services Department.

FISCAL IMPACT

There is no fiscal impact associated with this item.

APPROVED BY:

Mike Witzansky, City Manager