

Council Meeting of  
June 12, 2007

Honorable Mayor and Members  
of the City Council  
City Hall  
Torrance, California

Members of the Council:

**SUBJECT: Establishment of a Torrance Military Recognition Program (TMRP)**

### **RECOMMENDATION**

The City Manager recommends that City Council establish a Military Recognition Program to honor the Torrance residents and families of those who are currently serving in the Armed Forces, and select an option for implementation.

### **FUNDING**

None

### **BACKGROUND**

The City of Torrance has a long-standing reputation for honoring the Armed Forces of the United States. At the Council meeting of October 24, 2006, staff was asked to research a program that honored veterans and their families at a City Council meeting. In conjunction with that request, the Blue Star program currently active in the City of Redondo Beach was referenced. Staff contacted both the City of Redondo Beach and the Blue Star organization for information to develop a program for the City of Torrance.

### **ANALYSIS**

One of the models considered in the development of the Program was the Blue Star Mothers of America. This organization performs a wide variety of patriotic activities including recognizing the families of military personnel. While this organization does much good work, staff determined that the program developed for Torrance should be independent from any other group so there are no constraints or requirements from any other organization.

Staff also looked into the program currently in place at the City of Redondo Beach. Their program was developed to recognize and show appreciation to families of military personnel serving in America's armed forces here and abroad. Their process is to provide an application that is placed at various locations within the City. The Blue Star organization

also distributes the application at their various functions. When an application is received, Redondo city staff schedules the family members of the military person to come to their City Council meeting to be recognized. At the Council meeting, the family is presented with a Blue Star flag and a certificate of appreciation. These ceremonies are not held on a regular basis but rather as the applications are received.

Keeping in mind the goals of the Blue Star Mother's organization and the example of recognition offered by Redondo Beach, staff is presenting three options for a Military Recognition Program for the City of Torrance.

#### Option 1 – Recognize Families of Military Personnel

This option emulates the goals of the Blue Star program in that it is the families of the military personnel who are being honored. An application (attached) would be placed on the City website to be submitted to the City Manager's office. The family is then invited to the City Council meeting to be presented with a Certificate of Appreciation.

#### Option 2 – Recognize Military Personnel

This option would recognize military personnel returning from active duty overseas. As in option 1, an application is submitted to the City Manager's office. This recognition would include scheduling the honoree to attend a City Council meeting and receive a Certificate of Appreciation. The primary concern with this option is if the person being honored is still on active duty, there might be some difficulty in their availability to attend the meeting. The families would also be invited to attend.

#### Option 3 – Mirror Blue Star program using their guidelines

This option also starts with an application submitted to the City Manager's office. In this case, the application would be placed on the City's website and distributed by the Blue Star organization at their various functions. They also take a more active role in bringing families to be recognized to the attention of the City.

Since this option has the potential of generating a larger number of participants, this option would be presented quarterly at a City Council meeting. The applications would be collected and the families would be notified of the meeting date for recognition. Each family would be presented with a Certificate of Appreciation and a Blue Star card, which could be displayed in their homes.

Common to all options is that the honorees must be Torrance residents, submit an application, and the recognition be scheduled through the City's Council agenda process.

Staff recommends option 1. This option gives the City the greatest flexibility in structuring the way the program is followed. It honors the families of military personnel which is a primary goal of the Blue Star organization and at the same time allows the City to adapt the program to best serve the City's residents.

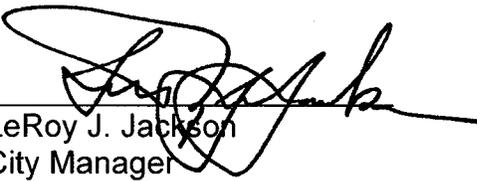
Staff has presented several options as well as describing the program as implemented by a neighboring city. Council may select any of the options or choose to modify one of the options. After Council selects an option for implementing the Military Recognition Program, staff will make arrangements for placing the appropriate forms on-line and at selected locations in City facilities to begin carrying out the program.

Respectfully submitted,

LeROY J. JACKSON  
CITY MANAGER

By   
Jay Scharfman  
Senior Management Associate

CONCUR:

  
LeRoy J. Jackson  
City Manager

Attachments: A) Military Recognition Form



## CITY OF TORRANCE MILITARY RECOGNITION PROGRAM

The City of Torrance invites Torrance residents with family members currently serving in the U.S. Armed Forces, here and abroad, to participate in the City of Torrance Military Recognition Program. The Program recognizes and shows appreciation to individuals and families of those serving in the military.

Participants will be recognized at a Council meeting with a Certificate of Appreciation.

If you are interested in participating in the Military Recognition Program, please complete the form below and return:

**Jay Scharfman**  
**City of Torrance City Manager's Office**  
**3031 Torrance Blvd.**  
**Torrance, CA 90503**  
**PH: 310-618-5880 FAX: 310-618-5891**

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Name of Individual in the Military: \_\_\_\_\_

Military Branch: \_\_\_\_\_ Rank: \_\_\_\_\_

Age: \_\_\_\_\_ Length of Service: \_\_\_\_\_

Location of Service: \_\_\_\_\_

Graduate from a high school in the Torrance Unified School District?

No  Yes, \_\_\_\_\_

Name of Family Members and Relationship: \_\_\_\_\_

\_\_\_\_\_

Telephone Number of Family Contact Person: \_\_\_\_\_

Please provide additional information below or attach separately.

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