



## CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

### AGENDA ITEM

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Report: Solicitation of a Legal Advertising Contract for the City of Glendale

1. Resolution Adopting Specification No. 4018 and Directing the City Clerk to Advertise for Bids

### COUNCIL ACTION

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**Item Type:** Consent Calendar

**Approved for** \_\_\_\_\_ May 20, 2025. \_\_\_\_\_ **calendar**

### EXECUTIVE SUMMARY

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In accordance with the City's Charter, legal advertising for the City of Glendale shall be performed through publication in one or more newspapers of general circulation within the City's jurisdiction. Accordingly, the City Council is required to annually approve the specifications related to the solicitation of a legal advertising contract and direct the City Clerk to advertise for bids.

## **RECOMMENDATION**

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That City Council adopt Specification No. 4018 and direct the City Clerk to advertise for bids.

## **ANALYSIS**

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In accordance with Article VI, Section 11 of the Glendale City Charter, the Council shall annually call for bids for all official advertising of the city, pursuant to specifications which shall first be approved by the Council. The purpose of this report is to seek both approval of the Specifications as well as approval to solicit bids.

## **STAKEHOLDERS/OUTREACH**

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Not applicable

## **FISCAL IMPACT**

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The City Clerk's advertising account is directly influenced by the number of hearings being advertised for City Council, various other boards and commissions, and the publication of ordinance summaries on an annual basis. The proposed legal advertising contract is anticipated to not exceed \$60,000, which is requested as part of the proposed budget for FY 2025-26, per the table below. Staff will return to Council to award the contract.

Proposed Appropriation		
Amount	Account String	Funding Source
\$60,000.00	44200-1010-CCD-0010-P0000	General Fund

## **ENVIRONMENTAL REVIEW (CEQA/NEPA)**

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Not applicable.

## **CAMPAIGN DISCLOSURE**

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This item is exempt from campaign disclosure requirements.

## **ALTERNATIVES TO STAFF RECOMMENDATION**

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Alternative 1: Adopt an amended resolution approving Specification No. 4018 and direct the City Clerk to advertise for bids.

Alternative 2: No other alternative exists because there is a legal requirement for legal advertising. Failure to adequately advertise would result in a violation of public noticing laws.

## **ADMINISTRATIVE ACTION**

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### **Submitted by:**

Suzie Abajian, City Clerk

**Prepared by:**

Jinette Simon, Secretary to the City Clerk

**Approved by:**

Roubik R. Golanian, P.E., City Manager

**EXHIBITS/ATTACHMENTS**

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1. Legal Advertising Bid