

SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA



FROM: Supervisors Tavaglione & Ashley

SUBMITTAL DATE: May 22, 2007

SUBJECT: Second and Fifth District Use of Community Improvement Designation Funds

RECOMMENDED MOTION: That the Board of Supervisors:

- 1) Approve the use of Community Improvement Designation funds to The Lamar Companies;
- 2) Approve and direct the Auditor-Controller to make the following budget adjustments:

Increase Appropriations:

10000-1000100000-536200      Contrib to Non-Co Agcy      \$17,460.00

Decrease Board Designation:

10000-1000100000-320135      Community Improvement      \$17,460.00

**BACKGROUND:** This contribution will be used to publicize the prohibited use and sale of fireworks in Riverside County. Illegal fireworks lead to hazardous situations which jeopardize the safety of the public and increase the cost of law enforcement and fire protection. This campaign will include three billboards to notify residents that the use or purchase of fireworks in Riverside County is dangerous and illegal. These billboards will be located on the 60 freeway and Etiwanda, Van Buren and Clay Street and I-215 and Center Street. This cost will include the production and rental cost of the billboards.

The Lamar Companies  
24541 Redlands Blvd.  
Loma Linda, CA 92534

Marion Ashley, Supervisor  
Fifth District

John Tavaglione, Supervisor  
Second District