



# *CITY COUNCIL AGENDA REPORT*

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**MEETING DATE:** September 19, 2006

**ITEM NUMBER:**

**SUBJECT:** SPONSORSHIP OF D COMPANY, 2-25 AVIATION REGIMENT, US ARMY AND MILITARY PERSONNEL WHO HAVE CONNECTIONS TO COSTA MESA

**DATE:** SEPTEMBER 6, 2006

**FROM:** CITY MANAGER'S OFFICE/CITY COUNCIL

**PRESENTATION BY:** COUNCIL MEMBER KATRINA FOLEY

**FOR FURTHER INFORMATION CONTACT:** Carol C. Proctor, Management Analyst, at (714.754.5688)

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## **RECOMMENDATION:**

1. That the City of Costa Mesa formally adopt D Company, 2-25 Aviation Regiment (Task Force Diamond Head) of the United States Army by adoption of Resolution 06-\_\_ (Attachment 1).
2. That City staff disseminate information to the public on supporting D Company and coordinate with other City organizations, non-profit groups and individuals to collect and send needed items to the Unit.

## **BACKGROUND:**

Council Member Katrina Foley has requested that the City consider supporting US military troops who are stationed in Iraq. She has learned that other Orange County cities have sponsored a military unit (e.g. Newport Beach, Huntington Beach, Mission Viejo, Dana Point and Laguna Niguel) and has expressed strong interest in supporting soldiers in Iraq or other combat zones. She has recommended that the City consider sponsoring the soldiers in D Company, 2-25 Aviation Regiment, one of whom is her brother. D Company's mission is to provide maintenance, inspection and procurement support to the Army's Blackhawk helicopters. They currently have 94 members but will receive an augmentation of National Guard Soldiers in the coming weeks. D Company is currently mobilized in Iraq.

## **ANALYSIS:**

Council Member Foley will address the basis for her request during the presentation of this item. Based on staff research of similar efforts in other communities, sponsorship or adoption of a military unit, military families or battalions has been a common action by many communities. A positive opportunity is created when a community adopts a unit because of the support it brings in a time of need. Responses from other cities and

experience show that residents, businesses, non-profit organizations, service clubs, scout troops, faith-based organizations, veterans and veteran groups make the choice to become involved, pull together, and support US service men and women abroad and/or their families while they are away. Civic pride and renewed patriotism is also cited. According to the Public Affairs Office of the United States Army, the outpouring of support provided by a community through the sponsorship program evokes such good will and means so much to the soldiers. It is also rewarding and beneficial to those who choose to become involved.

Should the City of Costa Mesa adopt D Company, the following are the specific activities requested by Council Member Foley:

- City would support D Company through collection of donated items and donations, letter-writing, special programs, and any other assistance as noted in the Department of the Army sponsorship guidelines.
- City would disseminate information in various ways on the sponsorship of the unit to promote city-wide participation by residents, businesses, non-profit groups, scout troops, Chamber of Commerce, faith-based organizations, veterans, service clubs, etc.
- City would create a link on the City website to communicate and facilitate the needs of the unit to local organizations and volunteers who are interested in assisting. Links on the sponsorship program at other local websites, such as the Chamber of Commerce, Costa Mesa Conference & Visitor Bureau, and/or Mesa Consolidated Water District would also be considered.
- City will encourage volunteers to help implement the sponsorship program, and interact with other non-profit agencies such as Operation Homefront (see Attachment 2).
- City will encourage goodwill, pride in the military, and interaction with D Company through civic support efforts such as creating a civic center collection point; a City staff military appreciation day (for those personnel who have military backgrounds or have family in the armed forces), special events or programs.

#### **ALTERNATIVES CONSIDERED:**

1. Do not formally adopt a military unit.
2. Participate in some other form of support organization such as Operation Homefront.

#### **FISCAL REVIEW:**

The fiscal impact to the City of this program would be determined by the level of effort required to support the activities approved by City Council. Until the scope of the program is fully defined, the fiscal impact cannot accurately be determined.

Expenditures related to the program as proposed would primarily involve staff support to disseminate information to groups and organizations, coordinate volunteer activities, distribute informational materials, distribute collection bins for donated items, and collection of donated items. While very preliminary at this time, it is estimated that approximately 5 hours of staff time per week may be needed. This would include contacting various community groups about the program, generating and updating public information on the program through various means, establishing and regularly maintaining

the collection points for donations, coordination with the Public Affairs Office of the Army and transportation of donations, as needed. Staffing would come from primarily from the City Manager's Office. Also, additional costs would be incurred for printing informational materials, acquisition of collection bins and postage and handling costs for mailing donated items.

**LEGAL REVIEW:**

The attached Resolution has been approved as to form by the City Attorney's Office.

**CONCLUSION:**

City Council needs to determine whether to adopt D Company, 2-25 Aviation Regiment and proceed with a sponsorship program as noted in the report.

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ATTACHMENTS:   1    [Resolution 06-](#)  
                          2    [Operation Homefront Information](#)