



# OFFICE OF THE CITY COUNCIL

FRANK A. COLONNA  
VICE MAYOR  
Third Council District

City Hall: (562) 570-6310  
Field Office: (562) 570-8756  
FAX: (562) 570-8166  
TDD: (562) 570-8628

COUNCIL COMMITTEES  
Tidelands & Harbor  
Federal Legislation & Environmental Affairs

AUTHORITIES  
Alameda Corridor Transportation Authority

MEMBERSHIPS  
National League of Cities  
Gateway Cities Council of Governments  
San Gabriel & Lower Los Angeles Rivers  
And  
Mountains Conservancy

February 10, 2003

Bobby Hill Community Association:

I am writing on behalf of the mural project being proposed by the U.S. Department of Health and Human Services Centers for Disease Control regarding the "VERB. It's what you do" campaign and their effort to promote positive physical and social activities among youngsters.

The VERB campaign, a five year national campaign, has been designed to improve the habits of children, ages 8-13, many of whom now favor television, video games and Internet surfing over more physically dynamic activities. The VERB campaign will present one of a kind VERB events in Los Angeles County. The events encourage children to find a VERB or several VERBs that fit their personality and interests, and use them as a launching pad for better health.

The U.S. Department of Health and Human Services has chosen the wall along the Centros Channel between Bouton Creek and 7<sup>th</sup> Street, belonging to the Bobby Hill Community Association, to paint a mural promoting the VERB campaign. The mural is a paid, risk free endeavor. The U.S. Department of Health and Human Services is offering the Community Association a rental fee of \$2000.00 for use of the wall, for a 30 day time period. After the 30-day period, if the Community Association should choose to have the mural removed, the wall will be painted white, free of charge.

The City feels a mural at this particular location will have unlimited exposure promoting well-being for youngsters. The location is key in attracting the attention of many passers by including, the parents and students of Hill Middle School. Also, a mural will enhance the visual aesthetics of the wall and the community as a whole.

The Third District Council Office has endorsed this mural project and would like to see it move forward with the support of the homeowners. We hope you agree this is a positive, risk free opportunity to make a welcomed improvement in the Third District.

Best Regards,

Frank A. Colonna

Vice Mayor and Third District Councilmember

Civic Center Plaza, 14<sup>th</sup> Floor, 333 West Ocean Boulevard, Long Beach, CA 90802

Field Office, 340 Nieto Avenue, Long Beach, CA 90814

Email: [district3@ci.long-beach.ca.us](mailto:district3@ci.long-beach.ca.us)