



## TOWN OF APPLE VALLEY TOWN COUNCIL STAFF REPORT

**To:** Honorable Mayor and Town Council **Date:** August 14, 2012

**From:** Mayor Barb Stanton **Item No:** 13

**Subject:** OFFICIAL DESIGNATION OF BIANCA JOHNSON AS “MISS APPLE VALLEY CA USA 2013”

**T.M. Approval:** \_\_\_\_\_ **Budgeted Item:**  Yes  No  N/A

### RECOMMENDED ACTION:

1. That the Town Council officially designate Bianca Johnson as “Miss Apple Valley CA USA 2013.”
2. Direct Staff to develop a set of approval standards for the authorization and official designation of a pageant contestant or other type of event participant as a representative of the Town of Apple Valley for the duration of a specified event or time period.

### SUMMARY:

In June, the Town received a letter from K2 Productions, Inc., the production company producing the “Miss California USA 2013” pageant, informing the Town of resident Bianca Johnson’s intention to compete in the “Miss California USA 2013” pageant. K2 Productions also requested that Miss Johnson be officially authorized by the Town of Apple Valley to present herself as “Miss Apple Valley CA USA 2013” prior to and for the duration of the pageant. It is important to note that all of the “USA” pageant title trademarks are owned by the Miss Universe Organization, of which K2 Productions, Inc., is a franchise.

The Town has no established standards as how to designate a person as “Miss Apple Valley CA USA”; however, Miss Johnson will appear before the Town Council to personally request the official use of the “Miss Apple Valley CA USA 2013” title and the honor of representing the Town of Apple Valley in the upcoming “Miss California USA 2013” pageant.

**FISCAL IMPACT:** N/A



**MISS CALIFORNIA USA<sup>®</sup> & MISS CALIFORNIA TEEN USA<sup>®</sup>**

*Independently produced by K2 Productions, Inc., Los Angeles, CA.  
under license from Miss Universe L.P., LLLP.*

To whom it may concern,

Please be advised that Bianca Johnson is competing in this year's Miss CA USA 2013 Pageant. She is representing California as "Apple Valley." The Miss CA USA pageant is a franchise of the Miss Universe Organization, an international company that advances and supports today's women. These women are savvy, goal-oriented and aware. The delegates who become part of the Miss Universe Organization display those characteristics in their everyday lives, both as individuals who participate in the competitions to advance their careers, personal and humanitarian goals, and as women who seek to improve the lives of others.

The Miss Universe Organization provides opportunities - the mentoring, career training, resources, and life experiences - for women to be personally enriched through the organization's year-round support of all aspects of their lives, from their own personal career goals to social and humanitarian causes and work.

We hope that you will join us in recognizing this exciting time in Bianca's life. As you can imagine, it is equally important to her success to have community support behind her. Your signature on the attached form will allow her to present herself as *MISS Apple Valley CA USA 2013*," rather than simply "Apple Valley," both prior to the actual pageant and during the pageant as well. Please note that she currently represents "Apple Valley" during the pageant however, per the Miss Universe guidelines, your support would allow her to go by "*Miss "Apple Valley CA USA 2013"*" instead. The advantage to having this official title will help Bianca bring positive exposure to Apple Valley, as she donates her time and energy to various causes and organizations.

If you have any questions, please feel free to contact us at 310-275-4339 or email us at [event@k2pro.biz](mailto:event@k2pro.biz).

Thank you again.

Keith Lewis  
Co-Executive Director  
Miss California USA, Miss California Teen USA



**MISS CALIFORNIA USA<sup>®</sup> & MISS CALIFORNIA TEEN USA<sup>®</sup>**  
*Independently produced by K2 Productions, Inc., Los Angeles, CA.  
under license from Miss Universe L.P., LLLP.*

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title (Mayor/Owner, etc.): \_\_\_\_\_

Date: \_\_\_\_\_

Participant Signature: **Bianca Johnson**

Printed Name: Bianca Johnson

Date: 5-24-12 \_\_\_\_\_

Witness Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_