



COUNCIL AGENDA: 02-09-10
ITEM: 2.9

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Lee Price, MMC
City Clerk

**SUBJECT: WESTFIELD OAKRIDGE WINTER
WALK (WOWW) AND RESOURCE
FAIR FOR SENIORS**

DATE: 01-28-10

RECOMMENDATION

As recommended by the Rules and Open Government Committee on January 27, 2010 and outlined in the attached memo previously submitted to the Rules and Open Government Committee:

- (a) Approve the designation of the Westfield Oakridge Winter Walk (WOWW) and Resource Fair for Seniors as a City Council Sponsored Special Event; and
- (b) Approve and accept in-kind donations from business to support the event.



Memorandum

TO: RULES AND OPEN
GOVERNMENT COMMITTEE

FROM: Councilmember Nancy Pyle

SUBJECT: SEE BELOW

DATE: January 21, 2010

Approved:

Date:

1/21/10

SUBJECT: APPROVAL OF THE DESIGNATION OF THE WESTFIELD OAKRIDGE WINTER WALK (WOWW) AND RESOURCE FAIR FOR SENIORS AS A CITY COUNCIL SPONSORED SPECIAL EVENT AND AUTHORIZATION TO ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENT

RECOMMENDATION

1. Approve the Westfield Oakridge Winter Walk (WOWW) and Resource Fair for Seniors as a City Council sponsored Special Event.
2. Approve and accept in-kind donations from businesses to support the event.
3. Place the item on the February 9, 2010 Council Agenda for action.

BACKGROUND

On February 1, 2005, the City Council adopted Resolution 72517, which required Councilmembers to submit a memorandum to the Rules Committee regarding proposed City Council sponsored Special Events.

The Westfield Oakridge Winter Walk (WOWW) and Resource Fair for Seniors is a free event and is open to the public. The event is scheduled for February 19, 2010 in the Macy's Courtyard of the Westfield Oakridge Mall. This senior oriented health fair is sponsored by Councilmember Nancy Pyle. The event will provide seniors throughout the City with a free healthy breakfast, instruction on safe stretching and at home exercises, as well as information from many Bay Area organizations with resources specific to senior citizens.

ANALYSIS

Approval by the Rules and Open Government Committee and the City Council of the event will ensure compliance with the Council's prior direction regarding Council Special Events. Council District 10 will be using District funds to pay some fees and charges for the event. In compliance with existing fundraising disclosure requirements, Councilmember Pyle will report any cash or in-kind donations

received for the event in her Disclosure of Fundraising Report. Approval of this memorandum will enable Council District 10, any City departments providing event support, and the Office of the City Clerk to proceed with the activity. If cash donations are received, the Office of the City Clerk will deposit the funds to the City's Gift Trust fund and follow the City's normal cash collection procedures. Subsequently, the City Clerk will return to the City Council for necessary actions involving the receipt and appropriation of funds consistent with the Special Events resolution and standard City procedures.

EVALUATION AND FOLLOW-UP

The Office of the City Clerk and Councilmember Pyle will issue an information memo detailing the results of the event.

PUBLIC OUTREACH/INTEREST

This action does not meet the criteria set below; however the Office of the City Clerk will post the item on the City's Website for the February 9, 2010 Council Agenda.

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**

- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**

- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council, or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

COORDINATION

This memorandum has been coordinated with the Offices of the City Clerk and City Attorney.

CEQA

Not a project.

NANCY PYLE, COUNCILMEMBER
District 10

For questions, please contact Laura Cowan, Council Assistant at (408) 535-4910.