



COUNCIL AGENDA: 02-23-10
ITEM: 2.24

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Lee Price, MMC
City Clerk

SUBJECT: SEE BELOW

DATE: 02-18-10

**SUBJECT: DISTRICT 5 OPENING RECEPTION FOR BITTERSWEET HARVEST:
THE BRACERO PROGRAM 1942 – 1964.**

RECOMMENDATION

As recommended by the Rules and Open Government Committee on February 17, 2010 and outlined in the attached memo previously submitted to the Rules and Open Government Committee:

- (a) Approve the designation of the District 5 Opening Reception for Bittersweet Harvest: The Bracero Program 1942-1964 as a City Council sponsored Special Event.
- (b) Approve and accept donations from various individuals, businesses, or community groups to support the event.



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Lee Price, MMC

SUBJECT: SEE BELOW

DATE: February 12, 2010

SUBJECT: APPROVAL OF THE DESIGNATION OF THE DISTRICT 5 OPENING RECEPTION FOR BITTERSWEET HARVEST: THE BRACERO PROGRAM 1942-1964 AS A CITY COUNCIL SPONSORED SPECIAL EVENT AND AUTHORIZATION TO ACCEPT DONATIONS FOR THE EVENT

RECOMMENDATION

1. Approve the District 5 Opening Reception for the exhibition of *Bittersweet Harvest: The Bracero Program 1942-1964* as a City Council sponsored Special Event
2. Approve and accept donations from various individuals, businesses, or community groups to support the event.
3. Place the item on the February 23, 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 and the proposed use of any funds in Special Event Accounts.

Councilmember Campos is hosting an opening reception for the Smithsonian Institution's exhibition of *Bittersweet Harvest: The Bracero Program 1942-1964*. The Mexican Heritage Corporation (MHC), Castellano Family Foundation, and a City Cultural Affairs grant are sponsors of the exhibition. MHC is presenting the exhibition as a part of a series of cultural events celebrating the 200th anniversary of Mexico's independence. The Opening Reception is a free event to which many community leaders and residents have been invited. The activity involves cooperation from General Services and other departments for the use of City facilities and equipment.

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 sponsored Special Events. Approval of this memorandum will enable Council District 5, the City departments and the Office of the City Clerk to proceed with the event. Councilmember Campos is working with the Mexican Heritage Corporation to secure financial support for the exhibition. In addition, some event expenses may be paid using District 5 operating funds. In compliance with existing fundraising disclosure requirements, Councilmember Campos will report all fundraising solicitations and any donations made to either the City or MHC in her Disclosure of Fundraising Report. If any solicitations result in any cash donations to the City, the proceeds will be deposited to the City Gift Trust fund and follow the City's normal cash collection procedures. The Councilmember 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 Campos 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 17, 2010 Rules and Open Government Committee and the February 23, 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)**

HONORABLE MAYOR AND CITY COUNCIL

February 12, 2010

Subject: Opening Reception for *Bittersweet Harvest: The Bracero Program 1942-1964*

Page 3

COORDINATION

This memorandum has been coordinated with the City Attorney's Office

CEQA

Not a project.

A handwritten signature in black ink, appearing to read 'Lee Price', with a large, stylized flourish at the end.

LEE PRICE, MMC
City Clerk

For questions, please contact Dennis Hawkins, Assistant City Clerk, at (408) 535-1275.