

COUNCIL AGENDA: 10-19-10
ITEM: 2.14

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Lee Price, MMC
City Clerk

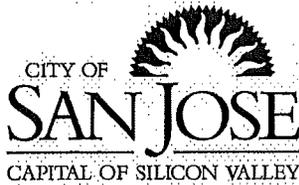
**SUBJECT: DISTRICT 4 NORTH SAN JOSE
BUSINESS APPRECIATION
LUNCHEON**

DATE: 10-14-10

RECOMMENDATION

As recommended by the Rules and Open Government Committee on October 13, 2010 and outlined in the attached memo previously submitted to the Rules and Open Government Committee:

- (a) Approve the District 4 North San José Business Appreciation Luncheon as a City and Redevelopment Agency sponsored Special Event; and
- (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: October 8, 2010

SUBJECT: APPROVAL OF DISTRICT 4 NORTH SAN JOSE BUSINESS APPRECIATION LUNCHEON AS A CITY AND REDEVELOPMENT AGENCY SPONSORED SPECIAL EVENT, TO EXPEND CITY AND AGENCY FUNDS AND TO ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENT

RECOMMENDATION

1. Approve the District 4 North San Jose Business Appreciation Luncheon as a City and Redevelopment Agency 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 October 19 Council Agenda for joint City/Agency action.

BACKGROUND

On February 1, 2005, the City Council adopted Resolution 72517, which requires 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.

The North San Jose Business Appreciation Luncheon is a free district event, open to the public that will be held at Brocade Communications' new headquarters on Thursday, October 21, 2010. The Redevelopment Agency is providing staff support for the event without any financial contributions. The purpose of the event is to provide information to area businesses regarding recent and upcoming developments, the new state-designated Enterprise Zone, tax incentives for businesses located in the expanded zone, and available City resources and services; and (2) to express appreciation to area businesses for their commitment to North San Jose.

ANALYSIS

City Council/Board approval of the event will ensure compliance with the Council's prior direction regarding Special Events. Council District 4 will be using District funds to pay for part of the event. In compliance with existing fundraising disclosure requirements, Councilmember Chu will report any cash or in-kind donations received for the event in his Disclosure of Fundraising Report. Approval of this memorandum will enable Council District 4, City departments, and the Redevelopment Agency to proceed with the event. Any cash donations received will be deposited by the Office of the City Clerk in

HONORABLE MAYOR AND CITY COUNCIL

October 8, 2010

Subject: Council District 4 North San Jose Business Appreciation Luncheon

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the City's Gift Trust fund and follow the City's normal cash collection procedures. After the event, 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 Chu 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 October 19, 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)**

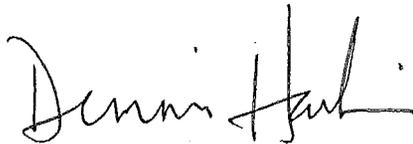
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council, or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate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

COORDINATION

This memorandum has been coordinated with the City Attorney's Office and Redevelopment Agency staff.

CEQA

Not a project.



LEE PRICE, MMC
City Clerk

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