



COUNCIL AGENDA: 12-14-10
ITEM: 2.30

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Lee Price, MMC
City Clerk

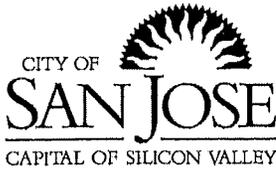
SUBJECT: CHALLENGE DAY NATIONAL
CONFERENCE

DATE: 12-08-10

RECOMMENDATION

As recommended by the Rules and Open Government Committee on December 8, 2010 and outlined in the attached memo previously submitted to the Rules and Open Government Committee:

- (a) Approve the Challenge Day National Conference as a City Council sponsored Special Event; and
- (b) Approve and accept donations from various individuals, businesses or community groups to support the Challenge Day National Conference.



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Lee Price, MMC

SUBJECT: SEE BELOW

DATE: November 30, 2010

**SUBJECT: APPROVAL OF CHALLENGE DAY NATIONAL CONFERENCE
AS A CITY SPONSORED SPECIAL EVENT TO EXPEND CITY
FUNDS AND ACCEPT DONATIONS OF MATERIALS AND
SERVICES FOR THE EVENT**

RECOMMENDATION

1. Approve the Challenge Day National Conference 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 December 14, 2010 Council Agenda for action.

BACKGROUND

Mayor Reed has agreed to Co-Chair the Challenge Day National Conference to be held from November 30, 2011 to December 4, 2011 with J. Manuel Herrera, Trustee with the East Side Union High School District. Challenge Day is a national organization that promotes understanding and compassion among high school students. Their vision is that every child lives in a world where they feel safe, loved and celebrated. Additionally, the Challenge Day mission is to provide youth and their communities with experiential programs that demonstrate the possibility of love and connection through the celebration of diversity, truth, and full expression.

Challenge Day was co- founded in 1987 by Rich and Yvonne St. John Dutra and has provided Challenge Day programs to over one million youth throughout the United States of America and Canada.

ANALYSIS

Approval of the event by the Rules and Open Government Committee and the City Council will ensure compliance with the Council's prior direction regarding Council Special Events. In compliance with existing fundraising disclosure requirements, Mayor Reed will report any cash or in-kind donations received for the event in his Disclosure of Fundraising Solicitations Report. Approval of this memorandum will enable the Office of the Mayor, the City departments and the Office of the City Clerk to proceed with the event. If cash donations are received, they will be deposited in accordance with the City's normal cash collection procedures. 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 Mayor Reed will issue an information memo detailing the results of the event.

COORDINATION

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

CEQA

Not a project.



LEE PRICE, MMC
City Clerk

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