



COUNCIL AGENDA: 03-01-11
ITEM: 2.15

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Dennis Hawkins, CMC
City Clerk

SUBJECT: SEE BELOW

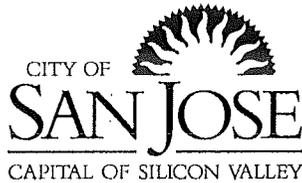
DATE: 02-23-11

SUBJECT: 1,000 HEARTS FOR 1,000 MINDS EVENT

RECOMMENDATION

As recommended by the Rules and Open Government Committee on February 23, 2011 and outlined in the attached memo previously submitted to the Rules and Open Government Committee:

- (a) Approve the "1,000 Hearts for 1,000 Minds" Event as a City Council sponsored Special Event for purposes of using the City Name and Emblem on promotional materials; 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: Councilmember Sam Liccardo
Councilmember Xavier Campos
Councilmember Don Rocha

SUBJECT: SEE BELOW

DATE: February 18, 2011

Approved

SUBJECT: APPROVAL OF "1,000 HEARTS FOR 1,000 MINDS" EVENT AS A CITY SPONSORED-SPECIAL EVENT, FOR PURPOSES OF USING THE CITY NAME AND EMBLEM ON PROMOTIONAL MATERIALS

RECOMMENDATION

1. Approve the "1,000 Hearts for 1,000 Minds" 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 full City Council Agenda for Council 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.

Working with Silicon Valley Leadership Group, we're launching an initiative to identify adults willing to aid, guide, and inspire young public school students to improve their literacy, math, and science skills, and to build self-esteem. This effort will link employees from Silicon Valley companies with K-8 public school children through volunteer opportunities. Within four years, we seek to find 1,000 adult volunteers to help 1,000 children improve their academic performance, by developing tutoring relationships within existing programs managed by selected nonprofits with track records for improving reading, math or science skills.

February 18, 2011

Subject: "1,000 Hearts for 1,000 Minds" event

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ANALYSIS

City Council approval of the event will ensure compliance with the Council's prior direction regarding Special Events. No taxpayer money will be required for the designation of "1,000 Hearts for 1,000 Minds" as a City-sanctioned event, as this action largely exists for the purpose of using the City's logo and name on materials likely to be read by potential volunteers. In compliance with existing fundraising disclosure requirements, Councilmember Liccardo will report any cash or in-kind donations received for the event in his Disclosure of Fundraising Report. Any cash donations received will be deposited by the Office of the City Clerk in the City's Gift Trust fund and follow 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 Councilmember Liccardo will issue an information memo detailing the results of any fundraising connected with this effort.

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 23 Rules and Open Government Committee and a subsequent Council meeting.

- 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 Office of the City Clerk

CEQA

Not a project.