



COUNCIL AGENDA: 03-15-11
ITEM: 2.14

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Dennis Hawkins, CMC
City Clerk

SUBJECT: SEE BELOW

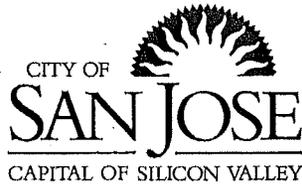
DATE: 03-09-11

**SUBJECT: FOURTH ANNUAL WESTFIELD OAKRIDGE WINTER WALK AND
RESOURCE FAIR FOR SENIORS**

RECOMMENDATION

As recommended by the Rules and Open Government Committee on March 9, 2011 and outlined in the attached memo previously submitted to the Rules and Open Government Committee:

- (a) Retroactively approve the Fourth Annual Westfield Oakridge Winter Walk and Resource Fair for Seniors as a City Council 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: Dennis D. Hawkins, CMC

SUBJECT: SEE BELOW

DATE: March 3, 2011

SUBJECT: APPROVAL OF THE FOURTH ANNUAL WESTFIELD OAKRIDGE WINTER WALK AND RESOURCE FAIR FOR SENIORS AS A CITY SPONSORED SPECIAL EVENT, TO EXPEND CITY FUNDS AND ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENT

RECOMMENDATION

1. Retroactively approve the fourth Annual Westfield Oakridge Winter Walk and Resource Fair for seniors 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 March 15 Council Agenda for 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.

In an effort to encourage health and wellness among seniors, Councilmembers Ash Kalra, Donald Rocha, and Nancy Pyle hosted the fourth Annual Westfield Oakridge Winter Walk (WOWW) and Resource Fair for seniors on Friday, February 11, 2011. As people grow older, health is increasingly important. One of the goals of the WOWW event is to bring vital information to seniors to help them maintain good health. Registration for the event was free and included a complimentary healthful breakfast. To encourage healthy activities like walking, a free pedometer was given to the first 500 registered participants. The main event featured a senior focused resource fair followed by a walk around the mall with exercise stations, which highlighted possible at-home exercises. Resource fair exhibitors and other donors sponsored an opportunity raffle for the participants.

HONORABLE MAYOR AND CITY COUNCIL

March 3, 2011

Subject: Westfield Oakridge Winter Walk and Resource Fair for Seniors

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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 Districts 2, 9, and 10 will be using District funds to pay some expenses for the event. In compliance with existing fundraising disclosure requirements, Councilmembers Kalra, Rocha and Pyle will report any cash or in-kind donations received for the event in their Disclosure of Fundraising Reports. Approval of this memorandum will enable the three Council Districts, 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

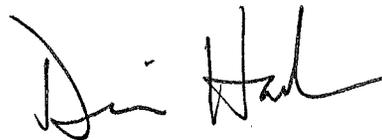
The Office of the City Clerk and Councilmembers Kalra, Rocha and Pyle will issue an information memo detailing the results of the event.

COORDINATION

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

CEQA

Not a project.



DENNIS D. HAWKINS, CMC
City Clerk

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