



COUNCIL AGENDA: 03-29-11  
ITEM: 2.11

# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Dennis Hawkins, CMC  
City Clerk

**SUBJECT:** SEE BELOW

**DATE:** 03-23-11

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**SUBJECT: GREAT AMERICAN LITTER PICKUP EVENT**

**RECOMMENDATION**

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

- (a) Approve the Great American Litter Pickup Event 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 15, 2011

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**SUBJECT: APPROVAL OF THE GREAT AMERICAN LITTER PICKUP EVENT AS A CITY COUNCIL SPONSORED SPECIAL EVENT TO EXPEND CITY FUNDS AND ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENT**

### RECOMMENDATION

1. Approve the Great American Litter Pickup Event 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 this item on the March 29, 2010, City 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.

The Great American Litter Pickup Event is an annual event co-sponsored by all ten of the City's Council Districts to encourage volunteers to get together and pick up litter in the community. The event and subsequent celebration luncheons will be held on Saturday, March 19, 2011 at various locations throughout the City.

### 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. In compliance with existing fundraising disclosure requirements, each Council District will report any cash or in-kind donations received for the event on the Disclosure of Fundraising Report (DFR-1).

HONORABLE MAYOR AND CITY COUNCIL

March 15, 2011

Subject: Great American Litter Pickup Event

Page 2

Approval of this memorandum will enable each of the ten 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 and follow the City's normal financial and budgetary procedures.

### 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 March 29, 2011 City 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

### CEQA

Not a project.



DENNIS D. HAWKINS, CMC  
City Clerk

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