



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Dennis D. Hawkins, CMC

SUBJECT: SEE BELOW

DATE: March 30, 2011

SUBJECT: APPROVAL OF THE BEAUTIFUL DAY "PROJECT RESTORATION" PROJECT 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 Beautiful Day "Project Restoration" Project 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 April 12, 2011, 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 Beautiful Day "Project Restoration" project is a City-wide project that will restore/clean up neighborhoods by painting over graffiti, picking up litter and performing various community activities co-sponsored by all ten of the City's Council Districts while focusing on the Mayor's Gang Prevention Task Force gang hot spots. The Mayor's Gang Prevention Task Force in conjunction with the faith based community will encourage volunteers to get together and reclaim and provide hope to the areas hardest hit by blight, gangs and gang violence. The project and subsequent volunteer recognition activities will be held from May 15 through May 22, 2011 at various locations throughout the City with the main City event taking place on Saturday, May 22, 2011.

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).

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 April 12, 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