

COUNCIL AGENDA: 09-27-11  
ITEM: 2.13

# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

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

**SUBJECT:** SEE BELOW

**DATE:** 09-22-11

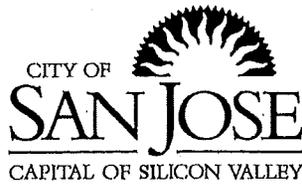
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**SUBJECT: DISTRICT 8 DAY IN THE PARK FESTIVAL**

**RECOMMENDATION**

As recommended by the Rules and Open Government Committee on September 21, 2011 and outlined in the attached memo previously submitted to the Rules and Open Government Committee:

- (a) Approve the District 8 Day in the Park Festival as a City 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 Hawkins, CMC

**SUBJECT:** SEE BELOW

**DATE:** September 16, 2011

**SUBJECT: APPROVAL OF THE DISTRICT 8 DAY IN THE PARK FESTIVAL AS A CITY SPONSORED SPECIAL EVENT, TO EXPEND CITY FUNDS AND AUTHORIZATION TO ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENT**

## RECOMMENDATION

1. Approve the District 8 Day in the Park Festival 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 September 27, 2011 Council Agenda for action.

## BACKGROUND

On February 1, 2005, the City Council adopted Resolution 72517, which required 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 District 8 Day in the Park Festival is a free district event, open to the public at Lake Cunningham Regional Park, on Saturday, October 1, 2011. Consistent with the City Council's Special Parks Use Policy, the event will be the Council Office's one free park use for the fiscal year. The activity involves staff support by multiple City departments including Parks, Recreation and Neighborhood Services, General Services, Transportation, Environmental Services, Fire and Police Departments, and others. Additionally, many City-wide and County departments will provide information booths and other resources at the event. The event collaborators include a wide variety of community-based organizations, schools, neighborhood businesses and community volunteers.

September 16, 2011

Subject: Approval of District 8 Special Event

Page 2

### 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. For Day in the Park, Council District 8 will be using District funds to pay some event expenses. In compliance with existing fundraising disclosure requirements, Councilmember Herrera will report any cash or in-kind donations received for the event in her Disclosure of Fundraising Report. Approval of this memorandum will enable Council District 8, the City departments and the Office of the City Clerk to proceed with the event. The Office of the City Clerk will deposit the funds according to the City's normal cash collection procedures. Subsequently, 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 Herrera will issue an information memo detailing the results of the events.

### 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 September 21, 2011 Rules and Open Government Committee and the September 27, 2011 Council Agenda.

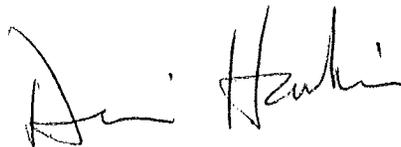
- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(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 Hawkins, MMC  
City Clerk

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