

COUNCIL AGENDA: 03-13-12  
ITEM: 2.9

# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

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

**SUBJECT: SEE BELOW**

**DATE:** 3-08-12

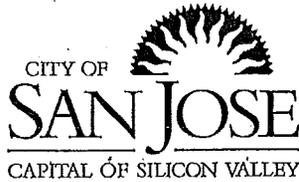
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**SUBJECT: 5<sup>TH</sup> ANNUAL WESTFIELD OAKRIDGE WINTER WALK AND  
RESOURCE FAIR**

## RECOMMENDATION

As recommended by the Rules and Open Government Committee on March 7, 2012 and outlined in the attached memo previously submitted to the Rules and Open Government Committee:

- (a) Approve the 5<sup>th</sup> 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 2, 2012

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**SUBJECT: APPROVAL OF THE 5<sup>TH</sup> 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. Approve the 5<sup>th</sup> Annual Westfield Oakridge Winter Walk and Resource fair for seniors as a City Council Sponsored Event.
2. Approve and accept donations from various individuals, businesses, or community groups to support the event.
3. Place the item on the March 13 Council agenda for action.

## BACKGROUND

On February 1, 2005, the City Council adopted Resolution 71517 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.

Councilmembers Ash Kalra, Donald Rocha, and Nancy Pyle sponsored the 5<sup>th</sup> Annual Westfield Oakridge Winter Walk and Resource Fair for seniors on Friday, February 17, 2012. Health is increasingly important as we grow older, so the Councilmembers jointly hosted this event to bring vital information to seniors to help them maintain good health. The event was free, no registration fee was charged or collected, and featured a free healthy breakfast. To encourage healthy activities like walking, a free pedometer was given to the first 200 registered participants. Other activities included a senior focused resource fair followed by a walk around the mall with exercise stations to highlight possible at-home exercises. A raffle was held with items given through the generosity of the resource fair participants and other donors.

HONORABLE MAYOR AND CITY COUNCIL

March 2, 2012

Subject: Westfield Oakridge Winter Walk and Resource Fair for Seniors

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### ANALYSIS

Retroactive 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 standard City policies and procedures.

### EVALUATION AND FOLLOW-UP

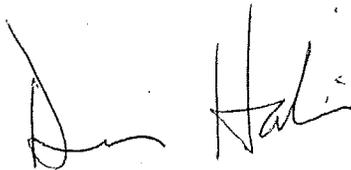
The Office of the City Clerk and Councilmembers Kalra, Rocha and Pyle will issue an information memo detailing the results of the event.

### 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.