

COUNCIL AGENDA: 03-20-12
ITEM: 2.9

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Dennis Hawkins, CMC
City Clerk

SUBJECT: SEE BELOW

DATE: 3-15-12

SUBJECT: CESAR CHAVEZ DAY FLAG RAISING CEREMONY

RECOMMENDATION

As recommended by the Rules and Open Government Committee on March 14, 2012 and outlined in the attached memo previously submitted to the Rules and Open Government Committee:

- (a) Approve the Cesar Chavez Day Flag Raising Ceremony as a City Council sponsored Special Event;
- (b) Approve expending funds and accepting donations from various individuals, businesses, or community groups to support the event.



Memorandum

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Dennis Hawkins, CMC

SUBJECT: SEE BELOW

DATE: March 8, 2012

**SUBJECT: APPROVAL OF THE CESAR CHAVEZ DAY FLAG RAISING CEREMONY
AS A CITY SPONSORED SPECIAL EVENT, TO EXPEND CITY FUNDS
AND ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE
EVENT**

RECOMMENDATION

1. Approve the Cesar Chavez Day Flag Raising as a City Council sponsored Special Event
2. Approve expending funds and accepting donations from various individuals, businesses, or community groups to support the event.
3. Place the item on the March 20, 2012 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.

Councilmembers Ash Kalra, Xavier Campos, and Donald Rocha, with support from local businesses and community volunteers, will sponsor the raising of the United Farm Workers (UFW) Flag in observance of Cesar Chavez Day on Thursday, March 29, 2012 on the City Hall Plaza. The UFW flag features the black eagle, which represents the plight of farm workers; the red background, symbolic of the union members' hard work and sacrifice; and the white circle, signifying the people's hope and aspirations. The UFW flag became a national symbol, not only for the Farm Workers union, but of the Mexican American civil rights movement and other causes. The display of the UFW Flag is permitted under Council Policy 2-1, Section C, Flags Displayed in Conjunction With Official Ceremonial Items: "Other flags may be displayed in conjunction with official actions, ceremonial items, or proclamations of the City Council."

HONORABLE MAYOR & CITY COUNCIL

March 8, 2012

Subject: Approval of Cesar Chavez Day Flag Raising Event

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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. The Council offices sponsoring the event will be using District funds to pay some expenses for the event. In compliance with existing fundraising disclosure requirements, Councilmembers Kalra, Campos, and Rocha will report any cash or in-kind donations received for the event in their Disclosure of Fundraising Report. Approval of this memorandum will enable the Councilmembers, 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 procedures.

EVALUATION AND FOLLOW-UP

The Office of the City Clerk and sponsoring Councilmembers will issue an information memo detailing the results of the event.

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 14, 2012 Rules and Open Government Committee and the March 20, 2012 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)**

HONORABLE MAYOR & CITY COUNCIL

March 8, 2012

Subject: Approval of Cesar Chavez Day Flag Raising Event

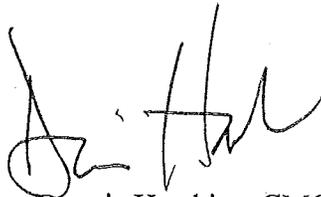
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COORDINATION

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

CEQA

Not a project.

A handwritten signature in black ink, appearing to read "Dennis Hawkins", is written over the printed name and title.

Dennis Hawkins, CMC
City Clerk

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